

EU AND JAPANESE BUSINESS LEADERS CALL FOR A SWIFT, EQUITABLE AND COMPREHENSIVE EU-JAPAN FTA/EPA

The 17th annual meeting of the EU-Japan Business Round Table (BRT) took place in Brussels on 27-28 April and urged the EU and Japanese Authorities to step up efforts to work for a landmark deal.

The BRT coincided with the end of the 10th round of Free Trade / Economic Partnership Agreement negotiations between the European Commission and the Government of Japan. A key duty of the BRT is to submit recommendations to the Authorities, to help develop trade and investment between the EU and Japan, and to encourage industrial cooperation in fields of common interest.



▲ European Commission President Juncker greets BRT co-Chairman Kazuo Tsukuda © Damienne de Harlez



▲ BRT co-Chairman Kazuo Tsukuda and PM Abe (18/05/2015) © Cabinet Secretariat, Cabinet Public Relations Office

The BRT is able to engage with the highest levels of the EU and Japanese Authorities: On 29 April, BRT Japan-side Chairman, Kazuo Tsukuda (Senior Executive Adviser, Mitsubishi Heavy Industries), and BRT Member Markus Beyrer (Director-General, BusinessEurope), presented the BRT’s Recommendations to European Commission President Juncker. Then, on 18 May, Kazuo Tsukuda and BRT Member Danny Risberg (Chairman, European Business Council in Japan), presented the Round Table’s Recommendations to Shinzo Abe, Prime Minister of Japan.

Continues on page 2 ➔



EU-Japan Centre for Industrial Cooperation

日欧産業協力センター

日欧産業協力センターでは、季刊英文ニュースレター「EU-Japan News」を通じて、さまざまな日・EU関係の情報を発信しています。

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日・EU中小企業間のパートナーシップ促進支援エンタープライズ・ヨーロッパ・ネットワークより

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Kazuo Tsukuda said: *"I feel truly fortunate having become co-Chairman of the BRT this year, as the EU and Japan are getting very close to concluding a comprehensive and promising FTA/EPA.... It is time now to redouble our efforts to clinch a fruitful, mutually beneficial FTA/EPA during this year. As stated in our Recommendations, the BRT also strongly supports the ongoing EU-Japan regulatory cooperation efforts, as a crucial enabler for increased economic exchanges and growth for both sides".*

EU-side BRT Chairman and Airbus President and CEO, Fabrice Brégier said: *"... the EU-Japan Business Round Table met in Brussels in what proved to be a fruitful and harmonious exchange of ideas to improve our business cooperation in many major industry sectors. European business is hoping for a swift, comprehensive and equitable trade agreement. Such an agreement would be a real landmark in EU-Japan relations. Europe's employees, consumers and industry would all benefit from closer ties between the world's largest economic area and the world's third largest economy".*

• European Commission homepage:



<http://ec.europa.eu/avservices/photo/photoByReportage.cfm?ref=028157&sitelang=en>



17th annual BRT meeting, in Brussels on 28/04/2015
© Damien de Harlez

• BRT homepage:

➔ <http://www.eu-japan-brt.eu/annual-meeting-2015>

• Government of Japan homepage:

➔ http://www.mofa.go.jp/ecm/ie/page4e_000249.html (EN)

➔ http://www.mofa.go.jp/mofaj/ecm/ie/page4_001186.html (JP)

EU-JAPAN DAYS SEMINAR & B2B MEETINGS

BUSINESS OPPORTUNITIES IN BIOTECH AND AGRO-FOOD SECTORS

10-11 JULY 2015, MILAN, ITALY



On the occasion of EXPO Milano 2015, the EU-Japan Centre is organising a business seminar on 10 July 2015, as part of a 2-day EU-Japan event promoted by the European Commission (Directorate General for Internal Market, Industry, Entrepreneurship and SMEs). The seminar will focus on the tools used by the European Commission and the Japanese Government to support the internationalisation process in particular for SMEs, as well as the current business environment between the EU and Japan. The biotech and the agro-food related sectors will be taken into special consideration, with lectures by experts Mr. Rob Van Nylen, Representative Director of Akoni KK and JCS byba, and Dr Rolf D. Schmid, Director of BIO 4 Business.

Testimonials of success stories from representatives of EU and Japanese companies and case studies will be also showcased during the seminar (including the Belgian chocolate producer and exporter Debailleul, which will provide an outstanding example of success overseas).

The event will gather participants from European and Japanese companies, clusters, research centres, business support organisations and institutions. Participants will also have the opportunity to meet Japanese and European counterparts during B2B sessions (scheduled on 10 and 11 June) in order to discuss concrete cooperation projects in business, technology transfer or research.

The B2B meetings will target companies operating in: agro-food manufacturing, biotechnologies, creative industry, tourism and other topics relevant to the event.

The event will take place in central Milan. A guided visit of the Expo is also scheduled, along with other initiatives. (More details can be found at <http://www.eu-japan.eu/eu-japan-days-expo-milan-2015>). The EU-JAPAN DAYS attendance is totally free of charge, nonetheless registration is required at below link.

For more information, please contact:
m.rosada@eu-japan.eu or
expoevents@mi.camcom.it

➔ <http://www.euexpo2015-japan.talkb2b.net>

GNSS.ASIA JAPAN WORKSHOP

The GNSS.asia project will be organising a GNSS.asia Japan workshop titled "Facilitating EU-Japan Cooperation in Growing GNSS Markets" on Friday, 17th July 2015 at the University of Tokyo. The workshop offers updated information on European GNSS, successful applications, technologies and markets of GNSS, and discusses cooperation opportunities in the EU-Japan GNSS downstream sector at business and R&D level (Horizon2020).

Additionally, it creates a follow-up opportunity in networking and industry liaison, taking stock of previous GNSS.asia events as well as the first EU-Japan Partnering Support Mission (<http://www.eu-japan.eu/ja/node/1496>) on the space sector in March 2015.

➔ <http://japan.gnss.asia/news-events/gnssasia/workshop/17072015>

LAUNCH OF JAPANESE WEBSITE PROMOTING HORIZON2020

Since the end of 2013, the EU-Japan Centre for Industrial Cooperation has run the National Contact Point (NCP) service in Japan within the framework of Horizon2020.

The NCP-Japan website, which was launched in April 2015, provides information on the Horizon2020 programme and contains a Japanese-language helpdesk service for Japanese researchers interested in participating in Horizon2020 calls with potential EU partners.

For those who are interested in participating in Horizon2020, feel free to visit the following website.

➔ <http://ncp-japan.jp>

HUMAN RESOURCES TRAINING PROGRAMME - JAPAN INDUSTRY INSIGHT CALL FOR APPLICATIONS FOR 2016 SESSION

The 4-week Human Resources Training Programme - Japan Industry Insight (H RTP) offers EU managers the unique opportunity to experience and understand both the cultural and economic elements which define and explain Japan's business and technological achievements. Continuously improved to meet the latest expectations regarding business in Japan, H RTP provides EU businessmen with professional Japan-related expertise.

The programme consists of a combination of lectures, company visits and a joint seminar, and is designed to help participants become thoroughly informed about the actual conditions of Japanese business through practical analysis and research.

Do you want to be kept informed about the next edition (May 2016) of our successful programme? Have a look at the website or get in touch with: Alessandro Perna a.perna@eu-japan.eu tel: +32 (0)2-282-0042



▲ H RTP 2015 participants

➔ <http://www.eu-japan.eu/detail-business-programmes/H RTP>

HÅKAN EKSTRAND, CEO and Managing Director, Tapflo Group, H RTP 2002 participant

➔ <http://www.tapflo.com>



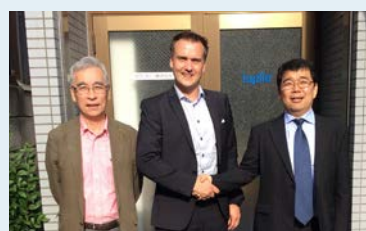
**SUCCESS
STORY**

Tapflo Group is a Swedish manufacturer and distributor of pumps, with offices in over 28 countries around the world. In 2002, CEO and Managing Director Håkan Ekstrand participated in the Human Resource Training Programme (H RTP) to get a better insight in the Japanese market and develop relations with local distributors.

For the next ten years, Tapflo worked with the same two distributors in Japan, and in 2013 they partnered with two of their long-term contacts to start a joint venture. Tapflo Japan was officially incorporated in April 2014, and its office opened earlier this year.

After a successful first year, Tapflo Japan is gearing up to grow its presence on the Japanese market. The company has high hopes for its Japanese branch and hopes to triple its size over the following five years.

Over the course of his relationship with Japan, Mr. Ekstrand has learned the importance of being patient and paying attention to detail when working with Japanese clients. Dealing with this demanding market has pushed the company to create very high-quality products.



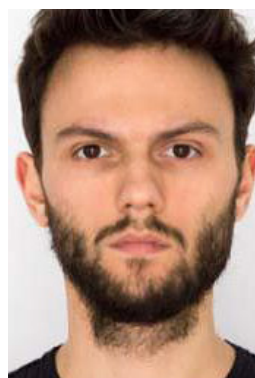
Aside from the quality, Mr. Ekstrand believes that his company's success is thanks in a large part to the close personal relations he has maintained with his Japanese partners. In fact, one of his original contacts in Japan is now a shareholder of Tapflo Japan.

The full story of Tapflo Japan is available on:

➔ <http://www.eu-japan.eu/success-stories-h RTP-tapflo-sme-set-branch-japan>

DAVID PEJIC, Marketing and Communications Manager, Biovega d.o.o., H RTP 2014 participant

➔ <http://www.biovega.hr>



**ABOUT
THE H RTP
PROGRAMME**

"The primary purpose of my participation in the H RTP programme was developing a greater understanding of Japanese culture and business practices to facilitate improved collaboration with our existing partners in Japan. Furthermore, seeing how certain Japanese lifestyle practices, such as macrobiotics, lie at the very core of our business, the possibility of travelling to Japan and experiencing these traditions first hand was perceived as highly valuable. Therefore, the goals of my participation in the H RTP programme can be summarised as having both a theoretical and practical dimension, both of which were, at this point I can say, successfully accomplished.

The programme itself offered a myriad of useful content. In particular, I would single out the lectures on Japanese economy, business practices, legal system, investment, politics and society as highly instrumental in providing a

structure and a framework for one's experience of Japan. Presented by competent and professional speakers, these lectures gave me the opportunity of understanding the fabrics of Japanese society in a short amount of time and supplied crucial data that would otherwise be difficult or take a long time to come by.

As for Biovega d.o.o., the experience was incredibly useful and will surely be reflected in the further development of our partnership with Japanese organic food and food supplement producers and distributors. In this sense, the goals outlined in my introduction of understanding the Japanese business mindset, culture and society, as well as performing market research, were fully satisfied. I intend to not only implement the lessons learned in practical terms, but also transfer and share some of the knowledge and experiences with my colleagues in Croatia, thus increasing the benefit even further."

DUBLIN LEAN SUMMIT



< Opening Session - left to right: Prof Dr Richard Keegan (Enterprise Ireland and Trinity College Dublin), Simon Craig Gray (Deputy Director, EU-Japan Centre for Industrial Cooperation); Didier Herbert (Acting Director, Directorate for Internal Market, Enterprise, Competitiveness, Industry and Growth Policies, European Commission); Richard Bruton TD (Minister for Enterprise Jobs and Innovation); Dr Sean Brady (session Chairman) and Julie Sinnamon (CEO, Enterprise Ireland). Photo © Enterprise Ireland

The Dublin Lean Summit took place on 22 May 2015 in Dublin Castle. Focusing on “Driving Competitiveness”, it was organised by Enterprise Ireland and supported by the EU-Japan Centre for Industrial Cooperation and by the Department of Jobs, Enterprise and Innovation of Ireland.

400 people attended the Summit which was opened by Julie Sinnamon (CEO, Enterprise Ireland). The keynote addresses were given by Richard Bruton TD (Minister for Enterprise Jobs and Innovation) and by Didier Herbert (Acting Director, DG GROW, European Commission).

BEST PRACTICE CASE STUDIES

The rest of the Summit was devoted to best practice case studies: 87 European and Japanese SMEs and large companies, many being world leaders in their own sector, presented case studies showcasing the impact Lean has had on their businesses and explaining how they use it to drive competitiveness in global markets.

The case studies companies showed that lean principles can be applied in all sectors and across all aspects of a company or organisation. Among others, best practice presentations were given by lean award-winning companies, by companies working in precision engineering, construction, food and drink, pharmaceuticals and healthcare, services, automotive, ICT, games, aviation, logistics, academia and in innovation.

During his speech, Minister Bruton said, “Maximising efficiency and productivity is critical to any business’s ability to survive, export, grow and ultimately add employment...”

Today’s event is a great initiative and provides a real opportunity for knowledge sharing. I hope that people here today who are focused on developing productivity in their own businesses get the opportunity to share with others and ultimately learn lessons which will help them grow their companies in the future”.

This event built on a long-term cooperation between Enterprise Ireland and the EU-Japan Centre and was the fifth such best practice workshop.

➡ <http://www.eu-japan.eu/lean-driving-competitiveness-conference>

LEAN IN EUROPE DRIVING COMPETITIVENESS VISIT TO EPCOS OHG

The sixth Lean in Europe visit took place on the 16-17 April 2015 at EPCOS OHG (<http://en.tdk.eu>) in Deutschlandsberg, Austria. EPCOS OHG is part of the TDK Group Company, a leading electronics company based in Japan, and is the competence centre for ceramic components of the Piezo and Protection Devices Business Group.



After a preparatory lecture by Prof. Richard Keegan of Enterprise Ireland, the 20 participants from 11 EU Member-States were given a tour of EPCOS’s manufacturing facilities. The tour focussed on “Working Key Indicators on the Shop Floor” and in particular on the process chain “EPC 4/Piezo”. EPCOS’s representatives explained how they had introduced Lean and best practices principles into their company and manufacturing processes.

➡ <http://www.eu-japan.eu/lean-europe-driving-competitiveness-visit-epcos-ohg>

CALL FOR APPLICATIONS

The next Lean in Europe visit will be to DHL Supply Chain to understand their warehouse operations. It will take place in Nijmegen, The Netherlands on Friday, 27 November with the preparatory lecture the previous evening. More information and to register: ➡ <http://www.eu-japan.eu/lean-europe-driving-competitiveness-visit-dhl-supply-chain>

CALL FOR APPLICATIONS – NEXT WCM MISSION TO JAPAN 16-20 NOVEMBER 2015, TOKYO, JAPAN

This five-day high-level World Class Manufacturing (WCM) mission will offer a unique opportunity for 20 top executives from European industry to observe, see and understand the latest Japanese approaches to optimising operations in the fields of production systems, quality, human resource development, etc.

During an intense programme of high-level lectures, visits and a 1-day workshop, participants will see and understand how leading Japanese companies adapt and work on optimisation and improvement in their operations to sustain growth. The mission is expected to include two lectures (on economics

and on operational excellence in Japan) and visits to 3 leading large Japanese companies and 1 SME. Unlike the EU-Japan Centre's normal WCM course, November's mission will focus more on the strategic approaches used by Japanese companies to safeguard and enhance their competitiveness, rather than the specific technical lean 'tools' that they employ.

Participants in November's course must therefore have a senior strategic role in their company and an advanced knowledge and practice of methods of excellence, with at least 15 years of experience in operations management.

The mission will be supported by Prof. Richard Keegan (Enterprise Ireland and Trinity College Dublin). This course is open to applications from manufacturing companies, logistics and other service companies (excluding consultancies).

The EU-Japan Centre's normal funding rules apply (no application fee, participation fee of €1,000 for participants from large companies, possibility of a €600 grant for participants from SMEs; all participants must cover their own travel, accommodation and subsistence costs).

Application deadline: 10 SEP 2015

➔ <http://www.eu-japan.eu/detail-business-programmes/HIGH-LEVEL-World-Class-Manufacturing-Mission>

FORMER PARTICIPANT'S **FEEDBACK**



FABIO AZZOLIN, CEO, Xenia
www.xeniamaterials.com, WCM 2014

"When I first heard about the World Class Manufacturing course, I wondered whether or not it would be useful for me to attend: I am an entrepreneur myself, and am not so much involved in the production and the technical aspects of my company.

But, being an entrepreneur, it is of

course in my interest to learn how to better organise my company. Moreover, our company is changing in terms of product and in terms of how to sell what we are producing, so I decided that I should not miss the opportunity to go to Japan and see where LEAN and other production methods come from.

Although parts of the programme were a bit challenging for me to understand in terms of technical language, overall it was very useful and informative. I learned that there are other ways to organise your company, I understood our challenges and our future potential, and I realised that the best results can be reached if your entire team works together as one.

After my return from Japan, I held a few briefings with my team to share what I had learned and explain the kaizen working methods. As an SME (our company has fewer than 25 staff), it can be challenging to open your mind to let in new ideas. I told them we really had to give some new methods a shot, because this is how the best students in the class are doing things. The main change we have made is that, every morning, I have a short meeting with the technical, commercial and administrative staff, to discuss the previous and the coming day. Another thing I learned and that I want to apply is to, before buying new machines or equipment, think about solutions to improve our facilities without spending extra money.

We are now working with some consultants to develop our total quality system, with methods based on the kaizen way – and we are very happy with the work we have done so far. In the future, we hope to develop a long-lasting relationship with Japan. This was also one of the goals of this trip: to improve our company's capability of conducting trade with Japanese companies. The experience has proven quite useful for this purpose, and I am pleased to say that we are about to enter into a relationship with an amazing Japanese company."



BASTIAAN BROUWER, Manager R&D,
Deoflor SpA www.deoflor.it, WCM 2014

"Following significant growth over the past three years – from 25 employees to 80, our company was facing some operational and organisational challenges. The owners started to study different business models that could help deal with the expansion of the company. They hired me as a first step towards

developing Lean. I was already familiar with Lean and with World Class Manufacturing, but taking part in this course would allow me to get some inspiration from Japanese companies at a very practical level. You can find books and other material on these techniques everywhere, but I wanted to see it with my own eyes and get some practical examples, which I would then be able to bring to the company.

Having worked on WCM in several companies, who all interpret it slightly differently and use it in their own way, it was very interesting for me to go to the roots of where the system was developed and see how it has evolved since then. I also noticed some clear distinctions between how European and Japanese companies practice WCM.

What was a real eye-opener for me was to witness Japanese culture and Japanese management techniques. In Europe, most companies use Lean as a tool to increase profits and to reduce costs, whereas in Japan it seems to stem from a belief. They believe that putting the people first and empowering them to improve their field of work is simply the right way to run a business. It was a reminder for me that everything should start with the people, not with the accounts.

One thing, on the more commercial side, that we have successfully started doing based on what I learned in Japan, is related to the fact that Japanese companies are driven by 'earning' their client, and serving them in the best possible way. Rather than focussing on beating your competitors, you should be very kind towards your clients. If you do this, clients will come to your company and stay."

NEXT CLUSTER/SME MISSIONS TO JAPAN CALL FOR APPLICATIONS

The Cluster and SME sectoral missions to Japan organised by the EU-Japan Centre have now been operating for 4 years. Following successful missions in the biotech and nanotech sectors, this year a new mission covering the ICT sector is being launched, which will take place in October.

ICT MISSION **NEW !**

The ICT mission will last for 5 days and will be composed of market-specific business seminars, group company visits, one-on-one meetings at a targeted trade fair with showcasing and networking events to maximise opportunities for the EU participants. In addition, the mission will give EU clusters the opportunity to benchmark with Japanese clusters during a dedicated session. The mission will be organised on the fringes of the "Japan IT Week" (<http://www.japan-it.jp/en/aki>) and will focus on the following sub-sectors of ICT: internet of things, machine to machine, cloud computing and big data management.

For Small and Medium-sized Enterprises a grant of €600 will be provided by the European Commission.

Dates: 26-30 October 2015 - Application deadline: 30 June 2015

Application form and details available on:

➔ <http://www.eu-japan.eu/detail-business-programmes/ICT-Cluster-SME-Mission>



NANOTECH MISSION

Scheduled for January 2016, the application period for the 2nd edition of the nanotech mission is also open.

The participants from companies and clusters operating in the nanotech sectors will have the opportunity to meet Japanese counterparts and attend the "nano tech - International Nanotechnology Exhibition and Conference" (<http://www.nanotechexpo.jp>) in Tokyo.

For Small and Medium-sized Enterprises a grant of €600 will be provided by the European Commission.

Dates: 25-29 January 2016

Application deadline: 29 October 2015

Application form and details available on:

➔ <http://www.eu-japan.eu/detail-business-programmes/NANOTECH-Cluster-SME-Mission>



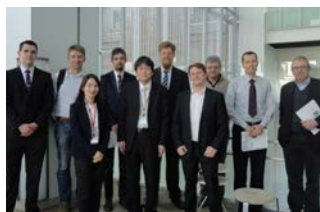
ABOUT THE BIOTECH MISSION

By **SIMON BURY**, Head of Business Development, SYNthesis med chem,
<http://synmedchem.com>
Biotech mission 2014

"The Cluster Support Mission to Japan, which was organised by the EU-Japan Centre, provided Synmedchem with the ideal opportunity to expand our business in Japan. Everything was incredibly well-organised, and the excellent Japanese EU-Japan Centre staff members were certainly an important reason for this mission being so successful. They did a fabulous job organising and coordinating this event, and made sure that everything ran absolutely smoothly. The match-making event in particular enabled this mission to be a huge success.

Several of the formal meetings I had had resulted in on-going discussions about potential collaborations. The project discussions that we are having with potential Japanese customers, range from small custom synthesis projects, where we are being asked to synthesise certain compounds, all the way to large hit-to-lead and lead optimisation-based research collaborations. Even though doing business in Japan is not a quick exercise, I am very optimistic that Synmedchem will generate a significant amount of new business on the back of this event.

I am planning to return to Japan in early April and around the time of BioJapan in October in order to follow-up on some of the discussions that were initiated in Yokohama last year, as well as to identify further potential customers who could also become long-term collaborators of Synmedchem."



Any query about the missions? Not sure how to fill in the application form or the required documents? Please get in touch with: Alessandro Perna - a.perna@eu-japan.eu tel: +32 (0)2-282-0042

CALL FOR APPLICATIONS – EU HOST COMPANIES FOR JAPANESE STUDENTS

The EU-Japan Centre is calling for applications from EU companies and research centres to host Japanese trainees for an 8-month internship in the EU from August 2016 to March 2017. The trainees come from leading Japanese universities and are students in engineering or other scientific/high-tech fields. Following a 4-month intensive language course, the trainees will be able to communicate in the EU company's local language. By accepting a trainee, the main benefits for the host company will be a valuable addition to its R&D workforce and an insight into Japanese culture, which is extremely useful for conducting successful business with Japan.



Deadline for application: 23 September 2015

➡ <http://www.eu-japan.eu/host-trainee-O>

VULCANUS IN JAPAN: STUDENT'S TESTIMONIAL



KATIA BOUTOU,
Greek student at
Hitachi in Japan
2014/15

"The Vulcanus in Japan programme really offers a priceless opportunity to eligible students. Having attended the 4-month intensive Japanese language course in one of the best schools in Tokyo, enriched by weekly lectures on Japanese life, culture and business and having found my own Japanese family through the home stay experience, I can claim that Vulcanus provided me with all the necessary skills to become a member of a Japanese company and to integrate into Japanese society. On top of that, Hitachi, one of the world's most innovative companies, granted me the opportunity to collaborate with highly skilled scientists. Moreover, my kind-hearted colleagues at Hitachi really adopted me as a real co-worker, which turned this huge company into my second home. Thanks to this experience I am confident that my story will help to "Inspire the Next" generation of Vulcanus students."

VULCANUS IN EUROPE: HOST COMPANY'S TESTIMONIAL

TETSUSHI YAMADA
Supervisor,
Schlumberger (FR)
2014/15

"I took part in the Vulcanus in Europe programme as a student in 2009. My internship was at Schlumberger in France, which was a great experience, both in and outside of work. It was also the start of my career at Schlumberger. Five years later, the roles were reversed and I have now become a supervisor myself, working with Vulcanus student Michihisa at the same company. He made me realise that I am a bit older now than I was five years ago (!) and that I am now becoming a senior in my company. It was a great experience to work with "Michi" and I very much appreciated his work. Now I can really tell how beneficial the Vulcanus programme is both for students and companies. Also, I was very happy to watch him learn about cultural differences through communicating with the team and through his open-minded personality. I hope that this programme will continue, as I believe it is contributing to the improving relationship between EU countries and Japan in the long run."



CALL FOR APPLICATIONS – MINERVA FELLOWSHIP

The 1st 2015 slot of the "Minerva" EU-Japan fellowship programme has been a success. The candidates to whom the in-house fellowship in Japan has been granted are: Alice Tomaskova from the Czech Republic, Christine Yolin from France, and Lena Muxfeld from Germany. Jérôme Camier (France) has been granted an extension of his fellowship due to the excellent results of his research. The fellowship (consisting of 1700 EUR per month) covers a period of six months and is offered twice a year, from April to September and from October to March.

The Research Fellows are expected to produce a policy report on topics that are relevant for the EU-Japan Centre, in addition to supporting the daily analytical activities of the Centre. Applications are currently open for the 2nd 2015 "Minerva" edition (October 2015-March 2016 period). Should you be interested in applying, please submit your application documents (CV, cover letter, research topic plan).

Deadline for application: 15 July 2015

➡ <http://www.eu-japan.eu/other-activities/minerva-fellowship>



ALICE TOMASKOVA, Minerva fellow 2015

"The Minerva EU-Japan Fellowship is offering me a fantastic chance to familiarise myself with the business environment and network in Japan. I am currently mapping importers, buyers and wholesale distributors to facilitate EU-Japan SME partnerships. This is a unique opportunity for me to learn on the spot from trading companies and other stakeholders about the underlying dynamics of accessing the local market and doing business in Japan."

CALL FOR PROPOSALS – EXPERT REPORTS ON JAPAN-RELATED BUSINESS SECTORS

The EU-Japan Centre is announcing a new call for proposals for expert reports on Japan-related business sectors to be published on its information website “eubusinessinjapan.eu”. With this new call, the EU-Japan Centre wants to expand its range of covered subjects, as well as update some of its earlier reports.

Selected experts will also have the opportunity to present his/her work during a one-hour webinar to be scheduled in late 2015/ early 2016. Applicants should bear this in mind when submitting their proposals.

If you don't want to miss this unique occasion to appear on THE reference portal for all EU business activities in Japan, please send your proposal to: jessica@eu-japan.eu

We look forward to receiving your proposals!

For more information on the desired topics, report structure, and the selection process, please go to:



<http://www.eu-japan.eu/call-proposals-expert-reports-japan-related-business-activities-june-2015>



CENTRE'S SUPPORTS FOR EU SMEs CULTURAL WORKSHOPS ABOUT JAPAN IN EU REGIONS

As the representative for Japan within the Enterprise Europe Network (EEN), part of the Centre's mission is to familiarise EU SMEs with Japan and to lower existing barriers for them to this market. Over the past couple of months, the Centre has set up a new project in cooperation with local supporting organisations and members of EEN

to organise cross-cultural workshops in various EU regions. The external expert contracted to lead these workshops has extensive experience in coaching EU executives on working and communicating with Japanese colleagues, partners and clients.

Continues on page 35 ➔

WELCOME TO EUROPE INCOMING MISSIONS

From 2015 onwards, the EU-Japan Centre is cooperating with Enterprise Europe Network partners in the EU to organise a series of incoming missions which will welcome delegations of Japanese companies and organisations to different regions of the European Union to enable to support EU SMEs which usually do not have the resources to go to Japan to meet potential Japanese partners.

Continues on page 36 ➔

FREE OFFICE FACILITIES IN JAPAN “STEP IN JAPAN”



FOR EU SMES ENTERING INTO OR EXPANDING WITHIN JAPAN, THE EU-JAPAN CENTRE OFFERS LOGISTICAL SUPPORT AND BUSINESS ASSISTANCE IN ITS TOKYO OFFICE, FOR UP TO ONE MONTH.

The support measures include:

- a “hot desk” in Tokyo on the Centre's premises including internet connection and telephone
- full access to meeting and seminar facilities within the Centre's premises
- a help desk for all information inquiries on business in Japan
- assistance with using the Enterprise Europe Network service while in Japan.

Any SME wishing to benefit from this support is free to contact: StepInJapan@eu-japan.gr.jp

No deadline: support available any time of the year

➔ <http://www.eu-japan.eu/other-activities/step-in-japan>

CALL FOR APPLICATIONS TO BENEFIT FROM “KEYS TO JAPAN”



ARE YOU CONSIDERING MARKETING A PRODUCT OR SERVICE IN JAPAN? DO YOU NEED A PROFESSIONAL MARKET ENTRY PLAN?

“Keys to Japan” is a European Commission-funded initiative, managed by the EU-Japan Centre to help selected European SMEs considering marketing a product or service

in Japan by developing a detailed and personalised market entry plan for them. The cost of each plan will be covered by the EU-Japan Centre. Each plan is worth €10,000 and will be prepared by JMEC (<http://www.jmec.gr.jp>).

3 market entry plans will be offered each year. 1 is reserved for products or services covering end-user applications or receiver technology using Global Navigation Satellite Systems (GNSS). The other 2 plans can be for any relevant industrial or consumer product or service. Who is eligible to apply? Applicants must be EU citizens working in a management position for a European SME headquartered in the EU.

Deadline for application: 31 July 2015

➔ <http://www.eu-japan.eu/keys-japan>

PUBLIC PROCUREMENT HELPDESK: UPDATES

JTPP HELPDESK ARRANGES SUPPLIER QUALIFICATION CERTIFICATE FOR SPANISH SME

Assisting European SMEs with their application for a supplier qualification is one of the free services offered by the Japan Tax and Public Procurement (JTPP) Helpdesk. All government suppliers need to have this if they want to participate in tender procedures. The application process is currently only possible in Japanese, and is regarded as cumbersome by foreign companies with ambitions to become Japanese government suppliers.

Over the past few months, JTPP has assisted Alicante-based Soler Bags, an SME specialised in designing and manufacturing bags with various purposes, in obtaining this supplier qualification. Co-owner and marketing director

Maria Soler has experience with tenders in the EU, but also aims to expand to East Asia. Preparing the necessary documentation, such as financial statements, required for the application took some time. However, once the forms had been translated into Japanese by the JTPP Helpdesk, the application process itself was very quick.

Soler Bags obtained its "D-classification" supplier qualification within two weeks. The next challenge is to find suitable tenders. Hopefully, employees at Japanese government organisations will soon be able to sport Soler's beautiful bags which have been designed and manufactured in Spain.

WEEKLY TENDER DIGEST FOR SMES

Since February the JTPP Helpdesk has been publishing a weekly digest of WTO tenders open to SMEs. Japanese government organisations publish about 100-130 calls for tender per week, and English summaries are published in the Government Gazette and on the JETRO website. Searching the online databases however can be time consuming, as calls are not listed by their title on the JETRO website. In this weekly digest a selection of tender calls deemed interesting for SMEs, are listed by title and category.

Japanese government organisations use their supplier qualification system to classify suppliers into different categories, ranging from A to D. In most cases, SMEs are classified as C or D. Tender calls published under the WTO Agreement on Government Procurement regulations concern contracts of at least €93.000 for the provision of goods and services to central government organisations. For construction-related contracts and procurement by regional and local governments, higher thresholds are in place.

The digest also lists prior information notices and requests for comments issued by procuring organisations. These usually precede the publishing an actual tender call. In particular for SMEs active in the field of medical and scientific technologies and IT services there are numerous opportunities listed each week.

The Digest is published at the end of each business week at the eubusinessinJapan.eu web-portal and can also be accessed via the @JTPPHELPDESK Twitter service. Would like to know more about a particular tender call? Get in touch and we will inquire for you!



JTPP WEBINARS

JTPP Helpdesk regularly organises webinars on topics related to Public Procurement and Taxation in Japan. In March Mrs. Mitsuse Matsuki-Baltzer, CEO of MB Scientific A.B., a Swedish SME specialised in photoelectron spectroscopic instruments, shared her experiences over the past 10 years in dealing with Japanese government organisations.

Her presentation contained some interesting pointers for European SMEs with ambitions to enter the Japanese public procurement market. Primarily supplying universities and research institutions, she pointed out the importance of getting to know the users of your products in order to anticipate upcoming tenders. Another important point that Mrs. Matsuki-Baltzer made was that many of the users of her products desperately want to source their goods and services directly from producers: - Sourcing via Japanese resellers usually means a 30% increase in prices. "In particular our company's ability to supply directly, is what gives me a competitive edge in the bidding process." says Mrs. Matsuki-Baltzer.

Recordings of all JTPP and other webinars are available at the eubusinessinJapan.eu portal. The latest JTPP webinar on "Tax obligations when starting your business in Japan" was held on 23 June and is available online.

CENTRE'S PUBLIC PROCUREMENT HELPDESK

The helpdesk provides free support to EU Small and Medium-sized Enterprises to find their way into the largely untapped public procurement market.



<http://www.eubusinessinJapan.eu/issues/entry-strategy/government-procurement>

HIGHLIGHTED TENDER: FUKUOKA CITY TENDERS CONSTRUCTION OF RESEARCH AND SURVEY BOAT

Fukuoka City government published a call for tender for the construction of a new research and survey boat on May 14th to replace its ageing ship "Chidori". The call was issued under the WTO Agreement on Public Procurement (GPA) regulations, ensuring equal treatment of domestic and international bidders.

As is standard with all WTO tenders, a brief summary of the call was published in English at the JETRO-website (<http://www.jetro.go.jp/en/database/procurement>), with a deadline of July 6 and a link to a page with Japanese information. JTPP Helpdesk looked furtheredemande r into the information made available.

According to available information (<http://keiyaku.city.fukuoka.lg.jp/contract/index.html>), Fukuoka-city plans to purchase the following type of boat: >

The design of the boat was already tendered earlier in a separate procedure.

Technical data are available at issuing entity, Fukuoka City Hall, Finance Bureau, Contract and Acquisition Section, Tel.: +81-92-711-4184 (Available until May 25).

Tender deadline	July 6, 2015
Delivery deadline	March 15, 2016
Expected price	85,299,480 JPY (Est. €630.000) including taxes
Type	Single hull
Tonnage	11 ton
Material	Aluminium alloy
Length	12.60 metres
Width	4.00 metres
Depth	1.60 metres
Engines	2 high-speed diesel engines, max. continuous power > 200kW
Service speed	> 20 knots
Max. speed	Approx. 25 knots
Max. passenger capacity	12 persons (2 crew, 10 passengers)
On-board facilities	Safety facilities, sanitary facilities, research facilities

To be allowed to place a bid for this call, companies need to meet a number of conditions, such as:

- Having met their fiscal obligations;
- Sound business record;
- Be in possession of a Unified Supplier Qualification;
- An annual turnover of at least 78 million yen (approx. €580.000) on shipbuilding or repairs) during the past two years;
- Experience in construction of light alloy small boats between 10 and 20 tons;
- Ability to secure the onboard facilities during the construction period.

This is just an example of the 100-130 WTO tender calls issued each week; outside of the WTO GPA framework thousands of tender calls published. JTPP Helpdesk assists European SMEs during the various stages of the tender process and supports you with the preparation of documentation and necessary procedures. Want to know more about tendering in Japan? You can reach JTPP Helpdesk via the www.eubusinessinJapan.eu portal, or by email at jtpphelpdesk@eubusinessinJapan.eu

TENDER CALLS BY JAPAN SCIENCE AND TECHNOLOGY AGENCY

On 27 May, the Japan Science and Technology Agency published a number of interesting tender calls under the WTO Agreement on Public Procurement (GPA) framework, which might be of interest to European SMEs active at the forefront of science and technology. The English summaries of the tender calls were published at the JETRO public procurement site and are open for interested SMEs. JTPP Helpdesk looked further into the information made available in Japanese on the JST procurement website.

The tenders are for the following products: film thickness and surface analyser, aerogel synthesis system, processing machines for base polymer of radiation-induced graft polymerisation, pore structure analyser, glove box system, electron probe micro analyser, electron microscope. For details see the link below.

Tenders deadline: 16-17 July 2015.

➡ <http://www.eubusinessinJapan.eu/issues/entry-strategy/government-procurement/procurement-news/tender-jst>

TAXES HELPDESK: UPDATES

CHANGES IN JAPANESE TAXATION FY 2015

On 1 April 2015, the start of the new business year in Japan, a number of significant changes in the Japanese taxation system came into force. Among these changes is the start of a steady decrease in corporate taxation. The Abe government has set a goal of lowering the effective corporate tax rate to the 20% range in the coming years in order to attract more foreign investment. The Japan Tax and Public Procurement (JTPP) Helpdesk explains the main changes.

TAX MEASURES TO STRENGTHEN COMPANIES' LOCAL PRESENCE

In its attempts to stimulate local economies, the Japanese government has introduced new fiscal measures. Companies are eligible to receive special tax credits for corporate tax (max 20%) for the acquisition of buildings in local areas and if they expand or relocate headquarter functions to areas outside of the main metropolitan areas. There are also tax credits to promote regional employment and transfer of employment to the regions (Max. 30% of corporate tax liability)

REQUIREMENT TO REPORT FINANCIAL ACCOUNT INFORMATION OF NON-RESIDENTS

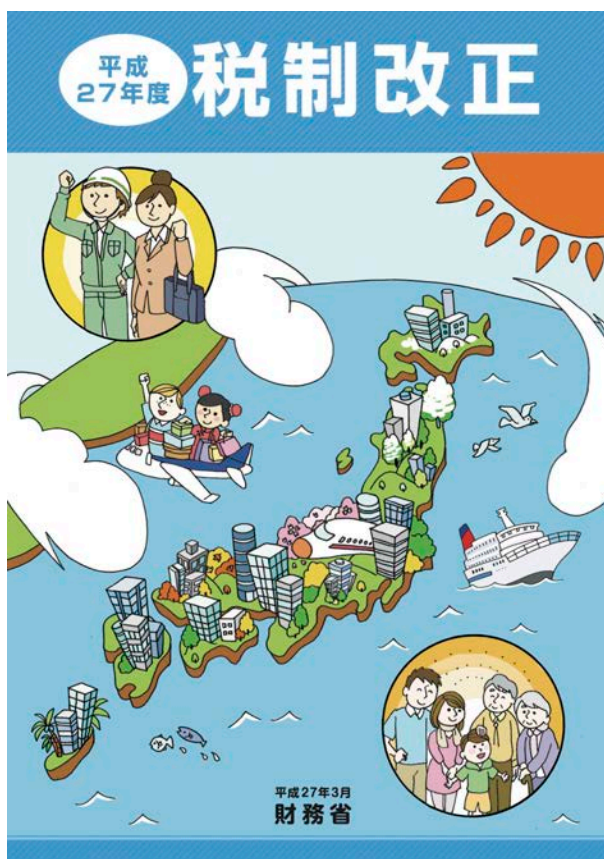
Financial institutions in Japan will be required to submit account information of non-residents from 2017 onwards, in order to make automatic exchange of financial account information with other countries possible.

CONSUMPTION TAX

The next increase in consumption tax has been postponed to April 1, 2017, after the increase to 8% last year caused major negative effects on consumer spending. The government is currently looking into diversification of consumption taxes, and is considering lower rates for items such as food.

With regard to consumption tax for cross-border service provision, such as digital services, a number of revisions will come into force this year. From October 1, 2015:

- Place of supply criteria will change to those receiving these services such as books, music or adverts instead of the provider;



CENTRE'S JAPAN TAX HELPDESK

EU Small and Medium-sized Enterprises looking for more information about the changes, and support with your taxation matters, consult the JTPP Helpdesk website.



<http://www.eubusinessinJapan.eu/issues/financial-issues/taxes-accounting>

CORPORATE TAXATION

The effective corporate tax rate is lowered in FY 2015 from 34.62% to 32.11% and will decrease further in 2016 to 31.33%. However, the taxation base is broadened to keep up revenues and limits to carry forward losses are lowered. The special tax benefit for SMEs is extended for another 2 years, as SMEs have yet to profit from the economic stimulus policies by the Abe government. The tax rate applicable to the annual income of SMEs up to 8 million yen will remain at a lower 15% instead of the regular 19%.

NEW EXIT TAX (CAPITAL GAINS TAXATION)

This measure, meant to prevent tax evasion by moving to another country, is a capital gains tax for unrealised capital gains of stocks and assets at the time of departure from Japan. Long-time foreign residents (i.e. total of more than 5 years) should be aware of this as they can expect to be taxed for this when they leave the country.

OTHER CHANGES

These are only some of the changes that have come into effect this year, other revisions include:

- Revision of dividends received deduction system
- Changes in R&D tax credits for general R&D expenses
- Revision of foreign dividends exclusion system
- Revisions of special provisions on assessment of eligibility pertaining cross-border reorganisations
- Revisions of controlled foreign company rules

- A reverse charge mechanism will be implemented for B2B transactions;
- For international B2C transactions, providers of these digital services will have to pay consumption tax.
- An overseas business registration system will be established
- Tax exemptions for SMEs will be in place if the taxable sales do not exceed 10 million yen.

From April 1, 2016 the reverse charge mechanism for consumption tax will come into effect for overseas entertainment and sports providers, where the tax obligation will shift from recipient to provider.

23RD EU-JAPAN SUMMIT

The 23rd EU-Japan bilateral summit took place in Tokyo on 29 May. The EU-side was led by Donald Tusk and Jean-Claude Juncker (Presidents of the European Council and the European Commission) and the Japanese side was led by PM Shinzo Abe. The wide-reaching Summit addressed bilateral political and economic relations, regional issues and global challenges in detail.

The Summit leaders agreed to accelerate the on-going negotiations for a Strategic Partnership Agreement and for a Free Trade or Economic Partnership Agreement; and decided to enhance the security partnership. Prior to the Summit, the EU and Japan reached an agreement on 5G to work towards a common understanding and standards, new harmonised radio bands and cooperation on 5G applications. They also adopted a 'joint vision' for a new strategic partnership in Research and Innovation.



The Summit communiqué outlined how the EU and Japan are developing their Strategic Partnership; considered how they are acting together for global peace and security; addressed how they foster growth, prosperity and sustainable development and emphasised the link between mutual understanding and future cooperation.

Summit Joint Press Statement in Japanese:

➤ <http://www.mofa.go.jp/mofaj/files/000082847.pdf>

Summit Joint Press Statement in English:

➤ http://www.consilium.europa.eu/en/meetings/international-summit/2015/05/Joint-Press-Statement-EU-Japan_pdf

WORKSHOP ON CONSTRUCTION MATERIALS SECTOR

SUSTAINABLE BUILDING AND CONSTRUCTION SECTOR IN JAPAN AND OPPORTUNITIES FOR EUROPEAN FIRMS

On the 18 March 2015 a workshop on the construction materials sector was held at the EU Delegation in Tokyo.

This workshop concluded a study on Sustainable Building and Construction Sector in Japan performed by INGÉROSEC Corporation and managed by the EU-Japan Centre for Industrial Cooperation in collaboration with DG-GROW in the European Commission in Brussels.

57 participants attended this event from both Japan and the EU member states. The workshop was opened by Ms Uli Wienrich, First Secretary of the EU Delegation, and it showcased current cooperation initiatives between Japan and the EU in the construction sector which represents ca. 10% of GDP and jobs on both sides. Although cultural, technical and economic differences between the construction sectors of Japan and the EU are considerable, opportunities for greater exchanges and business development exist.

Energy savings and disaster resilience are critical issues in terms of sustainability in construction, and thorough cooperation in the areas of regulation and standards could be of mutual benefit for Japan and the EU. With shorter lifetimes than in the EU, new buildings in Japan could quickly integrate insulation techniques for which EU insulation materials producers have great expertise. In addition to outstanding tariff barriers, the Japanese market is not easily accessible for EU construction materials due to non-tariff barriers such as technical regulations (approval procedures and tests in accredited Japanese laboratories). As such, the findings of the study and the workshop will also contribute to opening up the construction market within the on-going negotiations for an EU-Japan Free Trade Agreement. Several contributors gave inspirational testimonies. Willingness and preparation, finding a local "sponsor"



(middle-man, local importer/dealer), following Japanese industry rules and involvement in Trade Associations are key-points mentioned. Following this workshop, a working group should be constituted with individual experts to follow-up opportunities for companies of this sector as well as regulatory issues. This work contributes to the exchanges within the EU-Japan Climate Change & Environment Working Group under the Industrial Policy Dialogue established between the Ministry of Economy, Trade and Industry of Japan and the Internal Market, Industry, Entrepreneurship and SMEs Directorate-General (GROW) of the European Commission. The group met on 16 February 2015 in Brussels.

Source: European Commission

CALL FOR PROPOSALS FOR CLUSTERS AND TECHNOLOGY CENTRES

Please be informed that the call "Towards EU Regional Economic Convergence (TREC) - Pilot Projects to reinforce collaboration among clusters and technology centres" has been published at the DG GROWTH web site. The call deadline is: 28 July 2015.

➤ <http://ec.europa.eu/growth/tools-databases/newsroom/cf/itemdetail.cfm?item>

EU-JAPAN SYMPOSIUM ON ELECTRICAL TECHNOLOGIES FOR THE AVIATION OF THE FUTURE

SUNJET II (Sustainable Network for Japan-Europe aerospace research and Technology cooperation II) initiated its activities with a very successful Europe-Japan Symposium on “Electrical Technologies for the Aviation of the Future”. The 2-day symposium was held on 26-27 March 2015 in Tokyo and was hosted by the Delegation of the European Union to Japan.

This symposium was a unique opportunity to:

- Share the requirements and the vision of the aviation industry for high value products using the best current and future electrical energy technology that can be envisaged;
- Understand the current and future developments and performance capability for elements of energy storage systems, including: Batteries, Super/Ultra Capacitor, Fuel Cells/ Hydrogen Storage, High Integrity Control Systems, including Power Electronics.
- Consider the potential synergies between different industries: aviation, other transport, space, etc. in relation to electrical technologies;



- Deliver inputs to SUNJET II and prepare future coordinated calls between Japan and Europe.

Around 180 people from Europe and Japan had the privilege of attending a number of excellent presentations from the most important European and Japanese stakeholders.

The Symposium was, also, an excellent opportunity to gather relevant stakeholders and to pave the way for future EU-Japan cooperation, which could be co-funded by Horizon 2020 (EU's Framework Programme for

Research & Innovation) and by METI (Japan's Ministry of Economy, Trade and Industry) and other relevant Japanese Ministries or organisations.

In order to identify further areas of common interest and to facilitate EU-Japan cooperation, a key role is played by the SUNJET II Horizon 2020 project.

The symposium concluded in a number of research areas which could form the basis for collaborative research initiatives between European and Japanese entities.

➔ <http://sunjet-project.eu>

COOPERATIVE RESEARCH IS SHAPING THE FUTURE INTERNET

EU-FUNDED RESEARCHERS ARE BUILDING AN INTERNET TESTING FRAMEWORK WITH JAPANESE COLLEAGUES, WHICH WILL ENABLE THEM TO TEST NEW NETWORK TECHNOLOGIES.

The EU-funded FELIX (Federated Test-Beds for Large-Scale Infrastructure Experiments) project was launched in April 2013 with the aim of helping universities and research centres in the EU and Japan to test new network technologies. This will be achieved through the establishment of joint experimental platforms, which users in both regions of the world can request, monitor and manage.

WHITEPAPER ON THE ARCHITECTURE FOR LARGE SCALE SDN AND NSI EXPERIMENTS

The EU-funded FELIX (Federated Test-Beds for Large-Scale Infrastructure Experiments) project was launched in April 2013 with the aim of helping universities and research centres in the EU and Japan to test new network technologies. This will be achieved through the establishment of joint experimental platforms, which users in both regions of the world can request, monitor and manage. In April 2015 the FELIX consortium has released the Whitepaper on the architecture for large scale SDN and NSI experiments. The whitepaper presents the FELIX architecture and its key features with the aim of introducing capabilities and opportunities offered by the infrastructure and its control framework.

Specifically, this whitepaper details the key building blocks of the FELIX architecture, the main interface specifications and suggestions for potential developers implementing the architecture in real testing environment.

Network programmability via Software Defined Networking (SDN) tools and dynamic on-demand network service provisioning have emerged as key ingredients of Future Internet architecture. It is also common conviction that testing of these innovative solutions for network control needs to occur over large-scale test-beds in order to emulate near real-world testing conditions and allow for the wider technical, industrial and societal impact. Significant efforts by several projects in Europe, Asia and the US have been made over the last few years to create experimental research infrastructures that are reusable and can incorporate the latest network technologies as they emerge.

Source: Cordis based on a White Paper published by the FELIX project

Cordis ➔ http://cordis.europa.eu/news/rcn/122945_en.html
 FELIX ➔ <http://www.ict-felix.eu>

INNOVATION FOR ACTIVE AND HEALTHY AGEING: LESSONS FROM JAPAN

At the European Summit on Innovation for Active and Healthy Ageing, Prof. Toshio Obi discussed EU-Japan cooperation on innovation for healthy ageing.

Many countries are now experiencing population age structures never seen before. An ever-increasing life expectancy combined with falling levels of fertility is modifying the shape of the age profile. In several EU Member States and in Japan it is morphing into an almost reversed pyramid, where the larger cohorts are among the elderly.

In 2012, in Europe 16 % of people were aged 65 or over, whereas in Japan this figure had reached 22.9%. According to the European Commission's 2015 Ageing Report, by 2060, the demographic old-age dependency ratio (people aged 65 or above relative to those aged 15-64) is projected to increase from 27.8 % to 50.1 % in the EU as a whole.

Japan's ageing rate is already the highest among advanced economies and continues to steadily increase. Its working age population is expected drop by 13 million during the period 2010 to 2030 and by more than 30 million by 2050, according to the National Institute of Population and Social Security Research in Japan. How is Japan intending to cope with this massive sea change?

At the recent European Summit on Innovation for Active and Healthy Ageing held in Brussels, Professor Toshio Obi, Chair of the APEC e-Ageing Project, spoke about how the country is looking towards improved research and innovation to address the changing age profile of the population. According to Professor Obi, in general, better information and communications technology access and service delivery will be key to a thriving society as the population ages and increases pressure on shrinking workforces and budgets.

Professor Obi emphasised the importance of cooperation between Japan and Europe, as both population profiles are coping with the same phenomenon. And since robots will play an important role when it comes to assisted living technology, he pointed in particular to cooperation on robotics projects. Indeed Japanese and the EU researchers have already enjoyed fruitful cooperation ventures in this area though FP7-funded projects such as ROBOT@CWE, ROBOSOM and BIOMOT.

Professor Obi insists that making ICT more accessible to a greater number of people, including the elderly and people with disabilities, and enhancing public and private data use, can do a lot to create paperless environments and reduce operating costs for businesses and economies.

Innovation related to the development of GPS systems, sensor systems, e-health, medical ICT equipment and telemedicine will all be crucial to address the challenges of an ageing population in the future. The case for investing in innovation in this area is not only a social one – it makes sense financially also. According to BCC Research the global telehospital/clinic and telehome market reached over EUR 17 billion in 2014. General consumption among older people is also increasing, and according to Professor Obi, we need to establish a global standard for the 'silver economy' which is expected to grow to EUR 22 trillion by 2050.

Support for older citizens in all eventualities – not just day to day situations – must also be considered. Japan's recent experience of coping with the Tsunami highlighted the importance of a framework and technology that supports older people in disaster situations.

In closing, Professor Obi called for EU-Japan cooperation in particular on robotics, mobile 5G, 8K TV, auto-driving cars and telemedicine via Horizon 2020. With Europe and Japan leading the charge in terms of ageing populations, he noted, *"We could form a coalition to set a new agenda to address the challenges. Together we can help the rest of the world."*

Source: Cordis

➡ http://cordis.europa.eu/news/rcn/122622_en.html

EU TRADE IN GOODS WITH JAPAN ALMOST IN BALANCE IN 2014

After a significant decrease in 2009 following the financial crisis, the value of European Union imports of goods from Japan recovered until 2011, declined steadily afterwards and stood at €54.6 in 2014, the lowest level recorded over the last ten years. Exports, which declined only slightly in 2009, recovered more strongly to reach a peak of €55.7 in 2012, and then slightly decreased over the following years to €53.3 in 2014. As a result, the EU trade deficit with Japan, which had constantly been above €20.0 in between 2004 and 2011, has considerably contracted over the last three years and is now almost in balance in 2014 at -€1.3 bn.

Source: Eurostat



<http://ec.europa.eu/eurostat/web/products-press-releases/-/6-28052015-AP>

21st EU-JAPAN ICT DIALOGUE STRENGTHENING COOPERATION

The 21st EU-Japan ICT dialogue took place last March in Japan. This meeting is part of a regular ICT policy and research dialogue between the European Union and Japan that aims to strengthen cooperation in this field. Participants discussed the following topics: ICT policy; internet governance; regulatory framework; safer internet environment for children; cooperation on research and development in the area of ICT; response to active and healthy ageing society; user information and privacy policy on ICT services; 5G. Building on this meeting, EU-Japan links will be further strengthened with the forthcoming signature of the 5G Joint Declaration.

Source: Delegation of the European Union to Japan



<http://www.euinjapan.jp/en/media/news/news2015/20150324/160009/>

GEOGRAPHICAL INDICATION MARKS HELP REDISCOVER AUTHENTIC FOOD

With the entry into force of new Japanese legislation on protection of geographical indication, Japan and the European Union further demonstrate their common interest in protecting Japanese and European food heritage by highlighting their diversity and emphasising the qualities associated with the origins of their products.

The experience of the European Union in protecting the geographical indication marks developed over more than 40 years may serve as inspiration for future Japanese geographical indication marks to develop.

With 28 Member States, the European Union (EU) enjoys diversity in its culture, traditions, environments and climate. This diversity gives rise to a unique range of produce which spans across all food groups – wines, cheeses, cold meats, fruit and vegetables, liqueurs, etc.

Each product has its own story to tell of tradition and heritage. With production techniques that can often be traced back over centuries where methods have been handed down from generation to generation, ensuring that the products are of genuine quality. This tradition and heritage deserves to be protected and preserved.

Protection and preservation is provided by the EU's quality schemes. To date the names of more than 1200 food products and around 2000 wines and spirit drinks have been registered under the EU's quality labels (PDO, PGI).



WHY ARE THE GI PROTECTION SCHEMES REQUIRED?

The protection schemes ensure that consumers are able to clearly identify authentic, high-quality European products by protecting product names from imitation. In this way the schemes also protect the rich traditions and time-honoured production methods ensuring that the diverse range of food and beverage products from Europe continue to be available to consumers throughout the world.

The quality labelling system guarantees:

- Quality
- Exceptional taste
- Tradition and authenticity
- Defined ingredients from specific locations (for PDO products)



WHAT ARE THE DIFFERENT KINDS OF GI SCHEMES?



PROTECTED DESIGNATION OF ORIGIN (PDO)

The PDO label identifies a foodstuff or wine that originates in a specific town, region or country, that has qualities or characteristics that are particularly linked to the place of origin through inherent natural or human factors, and which is produced, processed and prepared in the defined geographical area. Famous examples include 'Roquefort' a blue-veined cheese, with a history dating back to the 8th century, made from raw, whole sheep's milk produced in the Massif Central of France and exclusively ripened in caves in Roquefort-sur-Soulzon and "Mosel", a white, red or rosé semi sparkling wine from vineyards located mainly along the river Mosel in Germany respecting centuries-old winegrowing traditions.

PDO products are linked with territory, so they must be produced, processed and prepared in a specific region using traditional production methods. The quality or characteristics of the product must be due essentially or exclusively to its place or origin, i.e. climate, the nature of the soil and local know-how – a sense of place apparent in the flavour of the food. An example of this is the characteristically rich and full flavour of "Noord-Hollandse Gouda cheese" which is due to the North-Holland cows, pastures and traditional recipe.



PROTECTED GEOGRAPHICAL INDICATION (PGI)

The PGI label identifies products originating in a specific place, region or country which are recognised for their quality, reputation and other characteristics closely linked to the defined geographical area. At least one of the production steps of a PGI product takes place in the area in question. A famous example is "Retsina of Attiki", a white or rosé wine dominated by the characteristic aroma of pine resin and produced in the Prefecture of Attica in Greece. It derives its characteristics from traditional know how and the fact that its growing area being a basin surrounded by mountains cooled by north winds (Meltemia) and sea breezes throughout the summer, thus tempering the extreme temperatures.

When you see a product with one of these labels you can be sure of its quality. You know that the product will be truly distinctive and will feature taste characteristics retained from its local region. You can be certain that such a product is genuine and was made with care and a deep respect for its history. A product carrying one of these labels will have seductive flavours and its own true personality.

PROTECTION AT INTERNATIONAL LEVEL

As well as protecting products within its own borders, the European Union takes many steps at international level to protect product authenticity and ensure that European quality products are recognised throughout the world. Such products are often imitated outside the EU, the cheese "Feta" and the wine "Bordeaux" being examples of this. Fake products cost producers a great deal of money and mislead consumers on the true origin of their purchases. This is important, as products with a geographical indication account for 15 % of EU agricultural exports. By way of example, an international agreement negotiated by the European Union with Switzerland includes a provision whereby the geographical indication "Parmigiano Reggiano" is protected when it is marketed in Switzerland. In return, the name of the famous Swiss cheese "Gruyère" enjoys protection when sold in the EU.

To find out more about the EU's quality policy and access the complete list of PDO and PGI products:

EU Quality Policy:

➔ <http://ec.europa.eu/agriculture/quality>
DOOR database of registered PDO, PGI and TSG products:

➔ <http://ec.europa.eu/agriculture/quality/door>
E-Bacchus database of GI wines:

➔ <http://ec.europa.eu/agriculture/markets/wine/e-bacchus>

E-Spirits database of GI spirits:

➔ <http://ec.europa.eu/agriculture/spirits>

Taste of Europe website

➔ <http://tastesofeurope.eu>

EU & JAPAN MOVE TOWARD **DIGITAL CUSTOMS PROCEDURES**

The EU and Japan signed the Interface Control Document in Brussels on 10 June 2015. This marks the first step towards the development and implementation of a digitalized customs procedure. During the 7th EU-Japan Joint Customs Cooperation Committee on 10 June, top-level customs officials discussed bilateral cooperation and took an important step towards the creation of an IT system which will support automatic data exchange between Japanese and EU customs authorities.

Exporters across the world can be certified as an Authorised Economic Operator, or a trusted trader, in order to facilitate access to simplified customs regimes and be granted more favourable treatment when complying with new security requirements. The EU and Japan have mutually recognised

programmes in place since 2010, and recognition has been fully implemented since 2011. The digitalisation of customs procedures is crucial in order to ensure that these programmes function properly.

The EU and Japan also confirmed their willingness to strengthen cooperation between their customs authorities with the objective of identifying and mitigating threats which may affect international trade routes. Facilitating trade by exploring new mechanisms, such as accelerated trade lanes, to support exporters in both the EU and Japan was also a key priority of the meeting. The objective of such innovations is to provide concrete benefits for businesses trading across borders.

Source: Delegation of the European Union to Japan

➔ <http://www.euinjapan.jp/en/media/news/news2015/20150611/123451>

SPOTTED PUBLICATIONS

EUROPEAN CLUSTER TRENDS REPORT

The report focuses on three specific aspects, namely 1) internationalisation of clusters 2) cross-sectoral transformations and 3) foresight analysis. It shall support policy-makers, cluster practitioners and companies to spot transformation trends at an early stage and facilitate further policy efforts in this regard.

The analysis will contribute to improving the implementation of regional smart specialisation strategies and will, moreover, help European regions to identify potential collaboration areas where industrial trends do not only cut across sectors, but also cross borders.

Source: European Commission

<http://ec.europa.eu/growth/smes/cluster/observatory/european-cluster-trend-report>



http://ec.europa.eu/growth/tools-databases/newsroom/cf/itemdetail.cfm?item_id=8274&lang=en&title=The-revised-user-guide-to-the-SME-definition

REVISED USER GUIDE TO THE SME DEFINITION

The SME definition Recommendation that came into force on 1 January 2005 aims to ensure that support measures are granted only to those enterprises that genuinely need them. It is designed to be a practical tool to help SMEs identify themselves so they can receive support of the EU and its Member States.

An updated, clearer, completer and more user friendly version was recently released.

Source: European Commission

EURAXESS NEWS

EURAXESS SCIENCE SLAM JAPAN

This year again the EURAXESS science communication contest comes back to let you try and win a trip to Europe to visit the research institution of your choice! It is a science communication contest where researchers present their work in front of a non-expert audience. The focus is on making research interesting, engaging, entertaining and thrilling for the audience.

This will give researchers based in Japan the chance to showcase their work and talent for giving a lively and interesting presentation.

<http://scienceslamjapan2015.splashthat.com>

EURAXESS LINKS JAPAN TOUR: HOKKAIDO UNIVERSITY EVENT REPORT

On 25 May was held at Hokkaido University the third stage of our EURAXESS Links Japan Tour 2015. The name of the seminar was Research in Japan and Europe: International Cooperation, Funding Opportunity, Mobility. Around 50 attendees were present to learn about the wide range of opportunities existing between Europe and Japan. A significant number of European and third-countries researchers and students affiliated to Hokkaido University and to other neighbouring institutions attended the event.

<http://ec.europa.eu/euraxess/index.cfm/links/singleNews/49313>

CALL FOR ABSTRACTS - EUROPEAN RESEARCH(ERS') DAY

The European Research(ers') Day is the very first edition of an event organised by EURAXESS Links Japan with the support of the Delegation of the European Union to Japan, which aims to bring together the European research (and thus researchers) community active in Japan. It will be a one-day workshop featuring presentations and posters by European researchers, discussion panels on issues of relevance for Japan-Europe mobility, and a networking reception.

<http://europeanresearchersday.splashthat.com>

AMBASSADOR KATAKAMI SPEAKS AT THE LAUNCH OF A NEW BOOK ON JAPAN-EU RELATIONS



Speaking at the launch of a major new book on EU-Japan relations at the Free University of Brussels (ULB) on Thursday 30th April, in the presence of Mr. Herman Van Rompuy, Former President of the European Council, Ambassador Katakami reaffirmed the strong partnership between Japan

and the EU, and discussed his own thoughts on the key themes of the new volume, entitled; "The European Union and Japan: A New Chapter in Civilian Power Cooperation?"

He especially emphasised that the Japan-EU relationship has now reached a pivotal juncture, highlighting the planned conclusion in 2015 of both a Japan-EU Economic Partnership Agreement (EPA)/FTA and a Strategic Partnership Agreement (SPA).

He commented on how the successful conclusion of the EPA would promote trade and investment, spur economic growth, create employment

opportunities, and act as a source of stability for the wider world economy. Discussing the SPA, he stressed that this agreement would encompass many crucial sectors, including international diplomacy and security, space, ICT and cyber-crime.

Closing his remarks, Ambassador Katakami highlighted that high-level political engagement alone would not suffice to guarantee a strong, robust and lasting Japan-EU relationship, but also stressed the need to ensure the active participation of all interested stakeholders in making such a partnership a reality.



<http://www.iee-ulb.eu/en/events/2015/04/international-conference-the-eu-japan-relationship-functioning-future-of-the-eu-s-strategic-partnerships-by-herman-van-rompuy-former-president-of-the-european-council>

Source: *The Mission of Japan to the EU*

3RD EU-JAPAN JOINT COMMITTEE ON SCIENCE & TECHNOLOGY COOPERATION TAKES PLACE IN BRUSSELS



On Monday 18th May, the EU-Japan Joint Committee on Science & Technology held its third meeting in Brussels. It was chaired by Mr Robert-Jan Smits, the Director-General for the European Commission's directorate for Research and Innovation, and Mr Makoto Katsura, Ambassador for Science and Technology Cooperation of the Japanese Ministry of Foreign Affairs. This was the first time that the Joint Committee has met in Brussels, with the previous two meetings having taken place in Tokyo.

There was strong acknowledgement of substantial ongoing research and innovation cooperation in three fields: Information and Communication Technology (ICT), Aeronautics, and Materials including Critical Raw Materials (CRMs). Alongside these three sectors, participants also discussed the strategic importance of increasing future cooperation in health and medical research, environment, energy, and high-energy physics.

Consolidating effective mobility frameworks for researchers was also agreed to be an important issue, and participants welcomed the signing in May 2015 of the Implementation Agreement between the European Commission and the Japan Society for the Promotion of



Science (JSPS). In particular, the agreement will provide new opportunities for Japanese researchers to undertake collaboration with European Research Council (ERC) grantees in Europe. Finally, the meeting also highlighted the importance of the scheme developed by the Japan Science and Technology Agency (JST), in cooperation with the European Commission, to establish a process for the joint funding of projects.

Source: *The Mission of Japan to the European Union*

➔ <http://ec.europa.eu/research/iscp/index.cfm?lg=en&pg=japan>



Founded in 2011 following the implementation of the EU-Japan Science and Technology Cooperation Agreement, the Joint Committee is a key forum for addressing areas of mutual interest between Japan and the EU with regards to strengthening and deepening science and technology (S&T) cooperation in a number of different sectors.

Participants discussed recent S&T policy developments, and also emphasised the need to pursue and hold regular policy consultations at the appropriate levels in order to consolidate the partnership and highlight new possible collaboration opportunities at the earliest opportunity.

FORMER JAPANESE FOREIGN MINISTER PARTICIPATES IN 2015 BRUSSELS FORUM

On Saturday 21st March, the former Japanese Minister for Foreign Affairs, Professor Yoriko Kawaguchi, participated in the annual Brussels Forum organised by the prestigious policy think-tank, the German Marshall Fund (GMF).

Professor Kawaguchi contributed to the panel; "Great Powers in Asia: Is Strategic Competition the New Normal?" that focused on addressing issues concerning the present and future geopolitical trajectory of Asia, particularly on whether this would be marked by intensified Great Power competition, and what this means for the region's overall economic prospects. The panel also discussed the possible regional roles for the United States and Europe in this evolving Asian paradigm.

Professor Kawaguchi commented that although the rise of China has indeed been the primary challenge for the region in recent years, she also underpinned how the region, including Japan, has economically benefited, and will continue to benefit into the near future, from on-going China's rise.

Please visit the Brussels Forum website for more information about her participation: <http://brussels.gmfus.org/videos/brussels-forum-2015-great-powers-asia-strategic-competition-new-normal>



Photo Credit: GMFUS

Source: The Mission of Japan to the European Union

➡ http://www.eu.emb-japan.go.jp/itpr_en/00_000022.html

THE MISSION OF JAPAN TO THE EUROPEAN UNION HAS A NEW ADDRESS!

Following its move on Friday 22nd May, the Mission of Japan to the European Union has a new address in the heart of the European Quarter in Brussels, rue Van Maerlant 1, 1000, Brussels, Belgium.

Source: The Mission of Japan to the European Union

➡ <http://www.be.emb-japan.go.jp/english/aboutus/belview.html>

THE JAPAN SOCIETY FOR THE PROMOTION OF SCIENCE IN THE EU

The Japan Society for the Promotion of Science (JSPS) is Japan's leading funding agency and is largely funded through annual subsidies from the Japanese Ministry of Education, Culture, Science, Sports and Technology (MEXT).

Established in 1932, JSPS promotes the advancement of academic research in all disciplines from social sciences and humanities to natural sciences and engineering from postdoctoral level and above. JSPS has ten liaison offices worldwide and four of these are based in Europe; in Germany, the UK, Sweden and France. The work of these offices include the advancement

of knowledge and technological breakthroughs addressing global problems, as well as higher education policy between Japan and the host countries, which are achieved through conducting a range of activities. These include building links with counterpart research promotion organisations, holding symposia, supporting initiatives of Japanese Universities and the work of Japanese researchers in Europe. These offices also disseminate information on scientific trends in Japan and gather similar information from the host country. Each office promotes JSPS International Programmes at an individual, group and institutional level for collaboration with

researchers in Japan and coordinates an Alumni network of former JSPS International Programme participants. There is additional funding available for Alumni through a re-visitation programme to create research links and maintain and build research networks with Japan.

For more information about the activities of these offices, please visit their respective websites:

Germany ➡ <http://www.jsps-bonn.de>
 UK ➡ <http://www.jsps.org>
 Sweden ➡ <http://www.jsps-sto.com>
 France ➡ <http://jsps.unistra.fr>



NEW CHIEF REPRESENTATIVE AT THE CITY OF YOKOHAMA FRANKFURT REPRESENTATIVE OFFICE

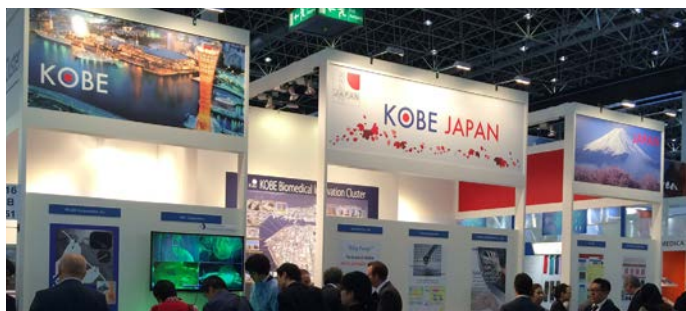
The City of Yokohama Frankfurt Representative Office has a new chief representative. From April 1st, 2015, Mr. Takashi Yanagisawa has taken over the post. Mr. Yanagisawa has been working as a public servant for the Yokohama city administration for over ten years, and gained extensive experience in the fields of destination marketing, tourism promotion, public relations, welfare and budgeting.

During his three-year term as the chief representative in Frankfurt, Mr. Yanagisawa hopes to further promote Yokohama as a business location and tourism destination. He also hopes to support small and medium-sized enterprises from Yokohama and Europe to create ties with each other, which will allow both sides to benefit from the other's knowledge and to access each other's markets.



➡ <http://www.yokohama-city.de>

KOBE BIOMEDICAL INNOVATION CLUSTER EXHIBITS AT MEDICA2015 16-19 NOVEMBER 2015, DUSSELDORF, GERMANY



Kobe Biomedical Innovation Cluster (KBIC) is one of the largest biomedical/life-science clusters in Japan. The cluster brings together more than 300 members: national research institutes such as "Riken", universities, colleges, hospitals as well as companies' R&D bases located in the Kobe City area. Some global companies, for instance: Boehringer Ingelheim, Johnson & Johnson, Sanofi, St.Jude and Covidien also have R&D research institutes and training centres there.

KBIC members are involved in everything from basic research to the development of clinical applications and industrialisation (development of practical applications, commercialisation, and expansion of sales channels) related to a variety of themes including treatment, diagnosis, prevention, caregiving, welfare, etc., in pharmaceuticals, medical equipment, regenerative medicine, and other fields.

With the aim of strengthening its relations with the EU and providing business opportunities for both EU and Japanese companies, KBIC and some of its innovative members, will exhibit at MEDICA2015 (<http://www.medica.de>) one of the most important trade fair in Europe for the medical and healthcare sectors. KBIC and its partnering organisations are looking forward to meeting EU visitors at their booth during MEDICA2015.

➡ <https://www.kobe-lsc.jp/en>

EUIJ-KYUSHU SYMPOSIA SERIES BUILDING GLOBAL BUSINESS IN FUKUOKA



The city of Fukuoka was selected as a "Government designated Innovative city (Tokku)" in 2014. Against this background, this symposium provided an opportunity to bring Japanese and Europeans together to exchange ideas to further promote innovation in business and business creation by making the best of local advantages.

Mr. Taichi Goto, Executive Advisor to Fukuoka Directive Council and Ms Yuki Uchida, Managing Director of Re:public Inc. presented their

activities and experiences for business creation particularly in Fukuoka. Mr. David Corbin, Content Strategy expert of Tech in Asia, discussed some Asian aspects and opportunities in business creation. Dr Eric Vermeulen, business law professor of Tilburg University as well as Vice President of Philips International BV, explored the idea of innovation, referring to some European success cases in a local city. All the speakers sat around a table for a general discussion to explore potential business creation and

innovation opportunities in Fukuoka. The symposium also provided an opportunity to identify further challenges that Fukuoka Tokku would endeavour to overcome.

The audience had a wide range of backgrounds and included public administrators, entrepreneurs and students all of whom enjoyed meeting and exchanging opinions with the speakers at a reception followed by the roundtable.

➡ <http://www.euij-kyushu.com>

FUKUSHIMA PREFECTURE: SUBSIDIES FOR FOREIGN CORPORATIONS

The Fukushima Prefecture currently offers special subsidies for foreign companies operating within the medical, renewable energy and robotics industries. These industries are considered growing industries that might contribute a great deal to the reconstruction and revitalisation of the prefecture. The scale of the subsidy is unprecedented in Japan: companies that establish a base in Japan (for R&D, manufacturing, sales, marketing, etc.) can apply for up to JPY 28 million (approx. some €200,000).

The application period is from 01 April 2015 to 29 January 2016. However, the call for applications will close when the subsidy reaches the budgeted amount.

➡ <http://www.fuku-semi.jp/iryou-pj/system/archive.php?id=001&cd=20150330000135>

Who is eligible for these subsidies? Foreign corporations (at least 51 % of the capital being held by a foreign corporation) that are involved in the industries of pharmaceutical, medical equipment, renewable energy, and/or robotics and want to establish facilities for manufacturing, research and development, sales, etc. within the Fukushima Prefecture for the first time.

Interested companies should contact the Fukushima Prefecture for further details: Foreign Corporation Investment Promotion, Commerce, Industry & Labor Department. Tel: +81-24-521-7282, E-Mail: medical-unit@pref.fukushima.lg.jp

SPANISH AND JAPANESE RESEARCHERS DEVELOP **LONG-LASTING IMPLANTS BASED ON NOVEL CERAMIC NANOCOMPOSITES**

Nanocomposite materials open the window to an exciting future in a wide range of applications, including biomedicine. Nanocomposites exhibit enhanced properties, such as wear resistance, higher strength, fatigue resistance, and greater toughness and defect tolerance when compared to the same substances in the micro or macro scales. This fact, coupled with the possibility to create bioinspired nano-architectures, opens the possibility to design novel devices for a new generation of ceramic implants with a lifetime similar to that of the patient.

Prof. Ramón Torrecillas, Director of the Nanomaterials and Nanotechnology Research Center (CINN), detected this opportunity in the late 90's and started working on alumina-zirconia

nanocomposites for biomedical applications in 2001. He is alumnus of the EU-Japan Centre and spent some months in Nagoya in 1999. After his stay he visited several times Japan and started collaboration with Matsushita Electric Works thanks to his friendship with Dr. Masahiro Nawa, prominent scientist leading a that time the industrial development of nanocomposite materials at Panasonic Corporation.

Dr. Nawa contributed to the knowledge of ceramic nanocomposites with 6 patents on Alumina-Zirconia nanocomposites for biomedical applications and numerous articles. Since then, the biomaterials group of the CINN has grown through the incorporation of researchers coming

not only from the materials science field but also biologists specialized in the study of materials-tissue interactions. However, the successful development of medical devices based on the novel nanocomposites of the CINN required specific industrial know-how the CINN group lacked. Fortunately this know-how was available in Japan, the country where ceramic nanocomposites were born from the hand of Prof. Koichi Niihara.

Dr. Nawa joined last year the CINN participating in this ambitious project that pursues the fabrication of a new generation of ceramic hip implants based on ceramic nanocomposites that overcome the short lifetime limitations (15-20 years) of current devices.

➡ <http://www.cinn.es>

ANNUAL SYMPOSIUM **“BIOTECHNOLOGY AND CHEMISTRY FOR GREEN GROWTH”** BETWEEN RWTH AACHEN AND OSAKA UNIVERSITY

Since 2006, the Deutsche Forschungsgemeinschaft, DFG (German Research Foundation), has been fostering German-Japanese International Research Training Groups (IRTG), together with the Japan Society for the Promotion of Science (JSPS) and its corresponding programme, the “Japanese German Graduate Externship” (JGGE). The IRTG-programme provides opportunities for joint doctoral training between German universities and universities abroad. The research and study programmes are jointly developed and supervised by the cooperating partners.



On 10-11 March 2015, the Japanese German IRTG “Selectivity in Chemo- and Biocatalysis (SeleCa)” of Osaka University and Aachen University (RWTH) held their annual symposium “Biotechnology and Chemistry for Green Growth” to present their achievements through their research collaboration at Osaka University. At this symposium Dr Saiki Hase, Deputy Director, DFG Office Japan gave a short speech with greetings on behalf of Dr Jörg Schneider, the Director of DFG Office Japan and the Head of International Affairs Division at the DFG Head Office Bonn. Dr Ingo Karsten, Consul General of the Federal Republic of Germany Osaka-Kobe attended this symposium as well and remarked on the great potential of German-Japanese cooperation. All participants were in a good mood, as the Osaka-Aachen cooperation under the JGGE-IRTG programme was recently approved for the second half of funding for a period of another 4 years.

➡ http://www.dfg.de/en/dfg_profile/head_office/dfg_abroad/japan/index.html
 ➡ <http://www.seleca.rwth-aachen.de>

JST-NSF-DGF-RCN WORKSHOP ON **DISTRIBUTED ENERGY MANAGEMENT SYSTEMS**

A joint workshop, organised by the Japan Science and Technology Agency (JST), the National Science Foundation (NSF), the German Research Foundation (Deutsche Forschungsgemeinschaft, DFG) and the Research Council of Norway (RCN) took place on the 20-22 April in Arlington, USA. Japanese, American, German and Norwegian scientists in the field of “Distributed Energy Management Systems” came together to discuss their newest results and develop new ideas for future international collaborations. Well-established scientist as well as young researchers from the four countries had the chance to meet and exchange their ideas. Representatives of the organising funding organisations gave short overviews about possibilities for future collaborations. The first workshop of this series took place last year in Hawaii and the involved funding agencies plan to hold a third workshop in 2016 in Germany.

➡ <http://current.utk.edu/research/conferences/jst-nsf-dfg-workshop/general>
 ➡ http://www.dfg.de/en/dfg_profile/head_office/dfg_abroad/japan/index.html

BELGIUM INVESTMENT PROMOTION VISIT TO JAPAN

11 – 15 MAY 2015, TOKYO, JAPAN

At their Summit in May 2014, the Prime Ministers of Belgium and Japan emphasised the strong and long-lasting investment relations between their two countries and expressed their wish to further strengthen them. Japan is the second largest source of non-EU foreign investment in Belgium after the United States. More than 300 Japanese companies have an affiliate or a subsidiary in Belgium, where they directly employ more than 27,000 people. Similarly, more than 80 Belgian companies have invested in Japan. A key initiative conceived on the occasion of the 2014 Summit was the organisation of a high level seminar for the promotion of bilateral investments in each country.



The first of these events took place on the premises of JETRO in Tokyo on Tuesday 12th of May, in the presence of H.E. Charles Michel, Prime Minister of Belgium, and H.E. Kris Peeters, Deputy Prime Minister and Minister of Economy, Labor, Consumer Protection, in charge of Foreign Trade.



▲ Deputy Prime Minister Peeters



▲ Prime Minister Michel and Prime Minister Abe

There, the Prime Minister and the Minister of Economy highlighted to a public of more than 200 participants both the fundamentals of the attractiveness of Belgium as a destination for Japanese investments and the specific measures taken by their government to improve the business environment. The second part of the seminar was dedicated to the opportunities offered by the dynamic collaboration existing in Belgium between universities, research centers and businesses through testimonies from IMEC, JSR

Corporation, the University of Liège and Kaneka / Eurogentec.

The following day, Prime Minister Michel and Deputy Prime Minister Peeters were hosted at a Summit Meeting by H.E. Prime Minister Shinzo Abe. Stressing that Belgium is an 'extremely attractive country for Japanese companies', Prime Minister Abe confirmed that he would preside over an investment promotion seminar which will be organised in 2016 by Japan in Brussels with the support of the Belgian authorities.

The Summit Meeting also provided the opportunity for both sides to reaffirm their commitments to making every effort to reach an agreement in principle on an ambitious free trade agreement between the EU and Japan by the end of the year.

In addition, the two Prime Minister welcomed the commemoration of the 150th anniversary of the establishment of bilateral diplomatic relations in 2016 as an opportunity to intensify political, economic, commercial, cultural and scientific ties.



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While in Tokyo, Nagoya and Osaka, Prime Minister Michel and Deputy Prime Minister Peeters also met a number of existing and potential investors. They welcomed in particular an announcement by Nippon Shokubai of plans to invest €350 million to expand its production capacity in Antwerp. They also officially signed a letter of intent between IMEC and JSR Corporation to partner in the area of enabling manufacturing and quality control of the next generation of EUV lithography materials for the semiconductor industry.

Source: Embassy of Belgium in Japan

FROM METZ, AN ACCESS TO THE EUROPEAN MARKET FOR THE JAPANESE COMPANY SAKAE

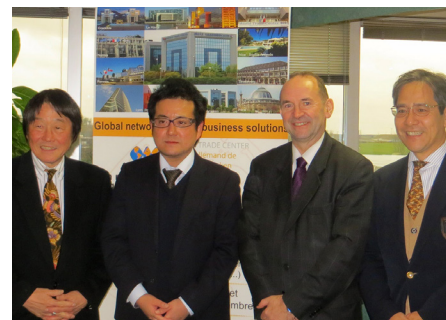
Sakae Casting Co. Ltd is a Japanese company with 26 employees, and headquartered in Tokyo. It is specialised in the automotive urethane sheet foam mould, seat upholstery mould, prototype sand moulding, creative modelling and mass V process casting, aluminium alloy sand casting, die cast copper alloy and metal casting for rotational moulding.

In December 2014 the company signed an agreement with Metz Saarbrücken World Trade Center to register a local address, which was this Japanese company's first step in Europe. The agreement was signed by Mr. Takehiro Shin, Executive Director, representing Mr. Takashi Suzuki, President of Sakae Casting Co. Ltd, and Mr. Jean Toniolo,

Director of Metz Saarbrücken World Trade Center, in the presence of Moselle Development Agency teams of Metz and Tokyo.

On the 9 and 10 December, this Japanese company participated in the EITS (Euro India Technology Sourcing, energy/materials/processes) business convention in Metz, Moselle, France, during which it had the opportunity to showcase its unique and advanced processing capabilities.

During this event, they were approached by Moselle Development Agency Tokyo and were invited to Metz. Sakae Casting Co. Ltd benefited from the support of Moselle Development Agency Tokyo in the



preparation of a complete marketing/promotion kit highlighting its unique technologies for EITS 2014.

As a result, Sakae Casting Co. Ltd has established new relationships with European potential partners/customers and acquaintance with European business communities at EITS which provided Sakae with new dimensions for further business developments in Moselle.

Source: Moselle Développement

JAPANESE COMPANIES SUCCEEDING IN GERMANY

TAKEDA TAKES ON MORE

Takeda, Japan's largest pharmaceuticals manufacturer, is investing €100 million in its Oranienburg plant as part of its -expansion of operations in Germany.

Pharmaceutical giant Takeda is expanding in Oranienburg in order to increase its yearly production capacity in this location to more than ten billion units. The new facility will house an additional production line and new technological and storage facilities.

The eastern German state of Brandenburg is providing €22.2 million in financial support for the project through its bank for business investors, the ILB. Plant director and Takeda Germany board member Dr Hans-Christian Meyer said of the plans, "We're proud of our Oranienburg site. Thanks to the growth of the production facility, we are able to make a wide variety of medicines that patients in Germany and around the world urgently require." The growth is expected to add 158 new jobs to the existing 600-strong workforce by 2017.

Takeda entered the German market in 1981. Two decades later the company acquired the Oranienburg facility when it took over the international drug company Nycomed. Since then, Takeda has been manufacturing mainly pills and capsules at the site, with 98% of the eight billion tablets and capsules made at the plant annually being sold abroad. Among the best known of around 145 drugs made at the plant is the proton-pump inhibitor pantoprazole. The Oranienburg plant accounted for 17.6% of the company's total revenues in the 2013 fiscal year.

A STRONG CHEMICAL BOND

German-Japanese joint venture Hi-Bis is marking its ten-year -anniversary by opening an additional production line.

The German-Japanese joint venture Hi-Bis GmbH, which brings together Japan's oldest chemical company, Honshu Chemical Industry, Mitsui & Co., and Bayer MaterialScience, celebrated a decade of production in Germany by investing EUR 48 million to expand its manufacturing facility in Bitterfeld. The plant, inaugurated in November 2014, provides an additional 10,000 metric tons of capacity to make bisphenol-trimethylcyclohexane (BP-TMC), a key precursor for the heat-resistant polycarbonate Apec® HT, which is used in the automotive, lighting, and electronics industries. Bayer reported strong growth in demand for Apec in 2014.

The city of Bitterfeld also benefits from 17 additional jobs and two traineeships at the plant, which already employ 35 people. Senior executives from Japan and Germany as well as regional leaders attended the on-site ceremony. The president of Honshu Chemical Industry, Yoshiyuki Funakoshi, thanked the state government and the Japanese ambassador for the "continuous support and guidance that led us to success in our first overseas investment." In 2004, Hi-Bis was also the first -Japanese-German joint venture to set up a presence in Saxony-Anhalt.

The state premier of Saxony-Anhalt, Reiner Haseloff, said, "The new investment is an outcome of the positive experiences that the companies have had in Saxony-Anhalt. It is also an expression of the confidence they have in Saxony-Anhalt as a place to do business."

ASIA TRADE FORUM SUPPORTS JAPANESE GOLDEN WEEK

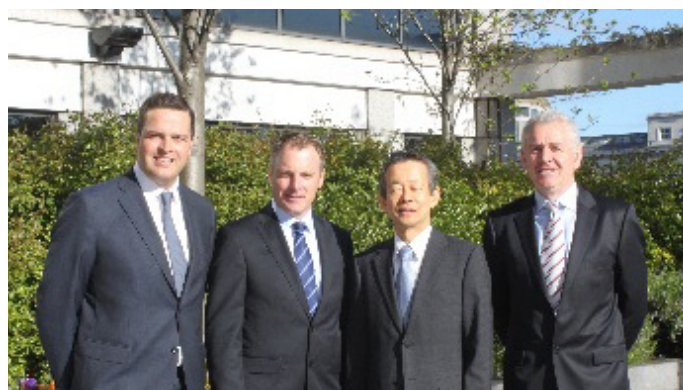
The Irish Exporters Association's Asia Trade Forum (ATF) held a roundtable meeting with the Japanese Ambassador to Ireland, Mr. Chihiro Atsumi on Japanese Showa Day, Wednesday, 29th April. Hosted at the offices of ATF sponsor, Ulster Bank, the event highlighted the range of business opportunities between Ireland and Japan.

30 guests shared their experiences of doing business with Japan and provided examples of successful Irish companies doing business in the market. The Japanese economic policy and the "three arrows" approach was also debated.

In attendance were Chairman of the ATF, John Nevin; President of the Irish Exporters Association, Hugh Kelly; Head of Funding, Products and Propositions at Ulster Bank Corporate Banking, Doug Munro; JETRO Dublin Correspondent, Yasuyuki Ozeki; and Enterprise Ireland Market Adviser to Japan, Akiko Sato.

According to the Department of Foreign Affairs and Trade, in 2014 Japan was Ireland's 9th largest trading partner in goods. The value of Irish exports to Japan rose from €1.692bn in 2013 to €1.761bn in 2014 – an increase of 4.1%.

John Nevin, Chairman of the Asia Trade Forum commented: *"The Ambassador's attendance at our event illustrates the significance of the business relations that exist between Ireland and Japan. We want to build on our strong existing relations and collaborate to grow and develop our business in the Japanese Market."*



From left: Doug Munro, Head of Funding, Products and Propositions, Ulster Bank; Hugh Kelly, President, IEA; Mr Chihiro Atsumi, Ambassador of Japan to Ireland; John Nevin, Chairman, Asia Trade Forum

Doug Munro, Head of Funding, Products and Propositions of Ulster Bank Corporate Banking added that:

"Ulster Bank was delighted to host the Japanese Ambassador and facilitate what was a very dynamic roundtable discussion with a great variety and cross section of the business community and Government bodies. Our continued support of the Asia Trade Forum underlines the very central commitment that Ulster Bank has to international trade, both in exporting, and in foreign direct investment. Japan remains a key global economy and it is vital that we continue to support Irish businesses that are trading there and in numerous other traditional and emerging markets."

➡ <http://www.asiatraderforum.org/section/AsiaTradeForumsupportsJapaneseGoldenWeek>

ASIA BUSINESS WEEK IRELAND 8-14 JULY 2015, DUBLIN, IRELAND

➡ <http://asiabusinessweek.ie>

The Asia Business Week Ireland will take place from the 8th to the 14th of July 2015 in Dublin and Cork, Ireland. Asia Business Week Ireland is a C-Summit style event focusing on how Ireland can increase business with Asia. EEN partner the Dublin Chamber of Commerce is jointly organising this event with key government departments and agencies. Asia Business Week Ireland will promote Asia-Ireland business relations on the themes of Education & Global Talent (Dublin) and Food & Agritech (Cork). The week will feature a series of business and cultural events to promote business learning to drive economic success between Irish, European and Asian businesses.

SYMPOSIUM ON CLIMATE CHANGE POLICY IN EUROPE

As the Japanese Government drafts its greenhouse gas (GHG) emissions reduction targets, it comes under increasing pressure to reclaim its leading role in fighting climate change. To encourage Japan in its endeavour towards greener policies, the EU Delegation together with the Embassies of Denmark, France, Germany, Sweden and the UK organised a symposium presenting Europe's approach. The Ambassador of the EU presented European climate goals; the Ambassadors from various EU Member States presented their country's respective clean energy policies. They all confirmed the economic advantages

of green policies. The reduction of GHG would improve GDP, as demonstrated by Sweden, Denmark and Germany. Thus, ecological improvements could constitute a fourth arrow of Abenomics. Participants expected an early announcement of Japan's climate goals in combination with regulations which would encourage companies to become greener. Japan remains the world's third largest economy and Asia's only member of the G7. Its advanced technological knowhow could be a major contributor to slowing climate change and environmental degradation. It was proposed that Japan help underdeveloped countries in reducing

GHG through technology transfer. Executives of Nissan, Shell, Unilever and Ricoh presented their company's efforts in becoming greener. They also asked for political support in the form of economic incentives and regulations, especially concerning emission trading schemes. While some voices asked for Japan to restart its nuclear plants, others believed that there can be clean solutions besides nuclear energy. This highly positively received seminar was attended by members of the Japanese government, industry, NGOs and the press.

Source: Embassy of the Fed. Rep. Germany in Tokyo

GREEK-GERMAN JOINT-VENTURE **SUCCESS STORY IN JAPAN**

Neon Energy is a joint venture of mainly Greek and German investors dealing with energy projects. Its main business scope is the Renewable Energy Industry (such as development, construction and maintenance of Solar Power projects on the ground and rooftops of commercial/residential buildings) and high efficiency save energy products (such as LED light, new generation aluminium windows, heat pumps, air-conditioning units for commercial and residential buildings, wall insulation, solar heating units, thermal break doors).

The Embassy of Greece in Japan is happy to announce that Neon Energy has completed its first project: the installation of a greater pipeline in Japan. The project is located at Myojin, Nikko City in Tochigi prefecture, and has an installed power of 1MW. The project was successfully connected to TEPCOs grid on 27th of April of 2015.

Neon Energy entered the Japanese market two years ago (March 2013, Eco Energy Systems Japan) with fully staffed offices and a great network of experienced partners in Solar Industry. Neon Energy has already installed more than 100MWp worth of Solar Power projects around the world. Neon energy is globalised and has expanded its business in Germany, Japan, U.S.A, Bulgaria, Cyprus and Romania, applying specially designed trade policies that are consistent with the local needs of each market.



Source: Embassy of Greece in Japan

CALL FOR CANDIDATES: **NIPPON EXPORT AWARD 2015-16**



The Belgian-Luxembourg Chamber of Commerce in Japan (BLCCJ) is happy to announce the 8th edition of the Nippon Export Award. With this prize, the Chamber rewards those companies that have made significant achievements in exporting, importing, or distributing Belgian and/or Luxembourgish products or services in Japan.

The award is open to any company that exports, imports or distributes Belgian and/or Luxembourgish products or services in Japan (so non-members are welcome too) and must have done so for a minimum of 3 years.

3 candidates will be pre-selected in September by the BLCCJ organising committee. In October, the candidates will be invited to give a presentation in Tokyo in front of a jury, who will select the winner. The winning company will be the one that has shown the greatest export achievements in its sector.

For more information please contact the BLCCJ office: Tel: +81-(0)3-6457-8662, info@blccj.or.jp ➡ <http://www.blccj.or.jp>

ENTREPRENEURS FROM THE CZECH REPUBLIC RECEIVED VALUABLE INFORMATION ON **BUSINESS OPPORTUNITIES IN JAPAN**

The Regional Chamber of Commerce of Moravia-Silesia in cooperation with the Moravian-Silesian Region organised a seminar on Japan. Almost thirty participants received valuable information on Japanese culture and investment opportunities. In addition,

this event will be followed by an ICT-related mission from Japan in autumn this year. Several Czech companies linked to Japanese owners or business partners shared their experiences in establishing business relations in the country and explained Japanese

corporate culture. During the seminar Japan's tax system and investment opportunities were discussed, and participants received information on training courses in Japan.

➡ <http://www.khkmsk.cz>

CZECH REPUBLIC **AUTOMOTIVE INVESTMENT SEMINAR**

Organised by CzechInvest, the "Investment Opportunities for the Automotive Supply Chain in the Czech Republic" seminar was held at the Osaka Chamber of Commerce and Industry on 9 June 2015. The purpose of the seminar was to present the Czech automotive industry, its future prospects and leading companies, as well as opportunities for the automotive supply chain. Speakers presented recently concluded investment projects within the sector and the new financial support scheme for companies establishing their manufacturing and R&D facilities in the Czech Republic. One of the latest "hot topics", alternative fuels and green mobility, was also discussed during the seminar.

As the highlight of the seminar, Mr. Mizoguchi, president of Neturen Co., Ltd, a manufacturer of vehicle suspension springs, shared his recent experiences of starting a business in the Czech Republic: tips for selecting a suitable location, establishing a legal entity, hiring local managers, constructing a facility and starting operations were shared and discussed. For further information, please contact CzechInvest via email: tokyo@czechinvest.org

➡ <http://www.czechinvest.org/data/files/czech-automotive-investment-seminar-program-20150609-eng-4698.pdf>

11TH INSME ANNUAL MEETING



The 11th INSME Annual Meeting under the topic “Technology and Innovation for Inclusive Growth” took place from the 26th to the 28th of May 2015 at Cape Town, South Africa. The event organised by INSME and OSIBA Management garnered significant interest within the community of innovation stakeholders and practitioners by gathering 130 delegates from a wide range of sectors coming from 28 different countries.

The event has been identified as a unique learning experience thanks to the participation of a high-level line up of speakers including Mr. Jora, General Manager at the EU-Japan Centre for Industrial Cooperation. Mr. Jora together with Mr. Thota, President at Innovation Business Development, INC., USA contributed to the panel on “Access to finance to stimulate

inclusive growth for SMEs” by giving a speech on the interconnection between the EU “Innovation Union” Strategy and the EU support for (innovative) SMEs internationalisation in high growth markets, such as Asia.

As stated by Mr. Jora, in Asia there is already a substantial infrastructure in place in terms of business support to EU SMEs by the EU, including important institutions like the EU-Japan Centre for Industrial Cooperation, diverse training initiatives and programmes as well as support centres to assist EU SMEs willing to start a business in Asia. Still a more efficient EU support network is needed in the fields of: training, business and cluster support missions; info, IPR and logistic support; advocacy and policy advice – strategies, practices, instruments, and challenges; innovation and R&D

international cooperation support – access to Horizon 2020; visibility and promotion to the stakeholders in Europe. Mr. Jora also mentioned the important contribution of the JEUPISTE project (<http://www.jeupiste.eu>) to EU-Japan cooperation in the fields of Science, Technology and Innovation through supports to policy dialogues, deployment of bilateral information services, organisation of networking events focusing on specific technologies and/or societal challenges, operation of help desk services and contribution to the development of human resources for collaborative projects.

INSME contributes as a partner to this initiative coordinated by the EU-Japan Centre for Industrial Cooperation.

➡ <http://2015.insme.org>

SEMINAR ON JAPAN: ECONOMIC SITUATION AND BUSINESS OPPORTUNITIES FOR EUROPEAN COMPANIES

This session, organised by Casa Asia and the EU-Japan Center for Industrial Cooperation, in collaboration with Garrigues, the Embassy of Japan in Spain and JETRO (Japan External Trade Organisation), had three goals:

- To analyse the economic situation of Japan after the reforms undertaken by Prime Minister Shinzo Abe;
- To advertise opportunities within the Japanese market for European companies in a wide range of sectors;
- To present the programmes that the EU-Japan Center for Industrial Cooperation offers European companies interested in the Japanese market.

➡ <http://www.casaasia.es>

The event gathered a collective audience of around 100 businessmen and government officials. The seminar was presented by Antonio Garrigues, Honorary President, Garrigues, Ramón M^a Moreno, Director General, Casa Asia, Kentaro Naruse, Director General, JETRO Spain and Kazuhiko Koshikawa, Ambassador of Japan to Spain.

The keynote speakers were Ivan Tselichev, professor, Niigata University of Management, Japan, Amadeo Jensana, Economic and Business Director, Casa Asia., Antonio Molins, Partner of Garrigues and Simon Craig, Deputy Director, EU-JAPAN CENTRE for Industrial Cooperation. Finally, two Spanish companies (Sener and Solaer) shared their experiences in the Japanese market.

EU AND JAPAN COOPERATE ON CHEMICALS MANAGEMENT

In 2011, the European Chemicals Agency signed a cooperation agreement with Japanese peer organisations (Ministry of Economy, Trade and Industry, Ministry of Health, Labour and Welfare, Ministry of the Environment and the National Institute of Technology and Evaluation).

In early April 2015, Geert Dancet, Executive Director of ECHA, visited the four peers to review the status and future outlook of this agreement. The outcomes of the meeting include a plan for joint activities in 2015-2018 and to improve the coordination of the existing cooperation agreement. While in Tokyo, Mr. Dancet also met representatives of the Japan Chemical Industry Association and the European Business Council to discuss industry views on EU chemicals legislation and recent developments in Asia.

The Japanese project to develop an information transfer system for chemicals in products was also discussed. In addition, Mr. Dancet spoke to Japanese industry, authorities and other stakeholders in a regulatory conference about the implementation of the EU REACH Regulation. Around 300 people attended this event. Japanese industry feels that the EU is a world leader in chemical safety management and that the impact of REACH can also be seen in Asia.



Geert Dancet, Executive Director of ECHA

➡ <http://echa.europa.eu/about-us/partners-and-networks/international-cooperation/cooperation-with-peer-regulatory-agencies>

EHEALTH SUMMER UNIVERSITY

1-3 JULY 2015, CASTRES, FRANCE

The 9th eHealth Summer University will take place in Castres, in South West France. This new edition will cover all aspects of e-health: from health-related social network applications to the latest technological innovations such as connected objects. Financing issues as well as eHealth impacts on medical relationship and legal challenges will also be discussed. Today's players, decision-makers, and health innovators of tomorrow, come network and discuss in Castres, France, on 1-3 July 2015, in a unique campus atmosphere! The event is free of charge, at international level, with delegations from Japan (Health Ministry, Kobe Biomedical Cluster, companies), United



States, South Africa, Norway, Spain... the event is a great opportunity to meet new partners, to share expertise, and to showcase products and services in e-health.

During the event, participants can attend 3 days of conferences (round-tables, workshops ...) and also take part to the brokerage event (<https://www.b2match.eu/ehealth-connection-2015>) and apply for the eHealth awards (<http://www.universite-esante.com/en/ehealth-awards-2015>).

➡ <http://www.universite-esante.com/en>

SHOE FROM ITALY

8-10 JULY 2015, TOKYO, JAPAN

Assocalzaturifici will organise in collaboration with ITA the Italian Agency for Internationalization the 57th edition of "Shoes From Italy" in Tokyo, Japan from 8 to 10 July 2015. The exhibition will take place at the Westin Hotel and is open to all footwear segments of quality products for the spring-summer 2016 season. The event will be held simultaneously with the 47th edition of "ITALIAN FASHION" for men, women, children and accessories sectors, with the aim of presenting the total look "Made in Italy".

➡ <http://www.assocalzaturifici.it/anci/main.nsf/all/F9D284DCAC319FFCC1257E0C00492F73?opendocument>



**VITAGORA FOOD
CLUSTER MISSION
TO JAPAN**

From 18 to 20 May, 2015, Vitagora, the French food cluster, carried out a mission in Japan for its members in collaboration with the French Chamber of Commerce and Industry of Japan.



This mission was specifically focused on the Japanese elderly food market. One of Vitagora's members who participated in this mission, Groupe Solactis hoped to better understand the Japanese scientific, technological and commercial approach to the elderly.

As a start-up company focusing on nutritional food and ingredients and specialised in gut microbiota, Moez Kmicha, Business Development Manager at Groupe Solactis, asserts that *“this mission was a great opportunity for Groupe Solactis. During these two days, we had the opportunity to meet our contacts in Japan, and to meet potential scientific partners for the development of new products. Japan is certainly impressive in its approach to elderly consumers”*.

➡ <http://www.vitagora.com>

15TH LEAN MANAGEMENT CONFERENCE FOR MANUFACTURING AND SERVICE INDUSTRIES



First organised in 2000, the annual Lean Management Conference is the most professional and prestigious event of this kind in Poland and Central Europe. It is the most widely respected forum for the exchange and dissemination of Lean Management knowledge and experience in Poland. Each year over 400 of practitioners from Polish and international companies and business organisations participate in this event.

This year event, held on the 16-18 of June, welcomed special guest speakers including the world's best Lean practitioners and experts: John Shook, Samuel Obara, Mike Orzen, Chris Vogel and Jose Ferro. Senior executives of following companies shared their Lean experiences: Bosch and Siemens Home Appliances, Nowy Styl Group, Capgemini, Chassis Brakes International, GATX, ING, DeLaval, Volkswagen, Nidec Motors & Actuators, Toyota and Philips. This year, the keynote closing speech was presented by Mr. Dariusz Mikołajczak, Vice President of Toyota Motor Manufacturing Poland.

Two groups of 30 selected conference participants visited both Toyota plants in Poland: Toyota Motor Manufacturing Poland in Walbrzych and Toyota Motor Industries Poland in Jelcz-Laskowice.

➡ <http://www.leanconf.pl>



ESTONIA'S E-RESIDENCY SCHEME AN OPPORTUNITY FOR JAPANESE BUSINESSES

Some of you may have heard the news that Estonia is pioneering an e-residency scheme to offer virtual residency to non-Estonians. This e-residency scheme does not equate to a visa, nor does it confer the right to physically live or work in Estonia or the Schengen area.

This is a "virtual" residency scheme which allows the holder of an Estonian "e-residency ID card" to access a range of online tools provided by the Estonian government, just like Estonian residents. One of these services includes establishing a business in Estonia which can be done in as little as 20 minutes online - assuming that every required criteria is met.

While this is not particularly useful for EU citizens or foreign business people already residing in the EU, who can already move around freely and start up a business, it is useful to non-EU residents who can use it to establish an EU-registered company. Users of this system can start up an EU



business without having to physically live inside the EU. It can also be used as a stepping stone to expanding your presence within the EU.

The application process for the E-resident ID card can be completed at an Estonian diplomatic mission, and once the ID card is issued, the bearer of the card can apply for an Estonian tax number, register a business name, etc. either online or via third-party organisations.

As the Japanese Prime Minister Shinzo Abe has become an e-resident of Estonia - the most noteworthy development so far - it is clear that news is spreading quickly. Japanese entrepreneurs and well-established

businesses may now enter the EU market as Estonian-registered companies and work with European partners more smoothly. There are many advantages to having a virtual presence in the EU when trading with Japan. Furthermore, being present in the EU helps Japanese businesses to boost their sales. For Japanese companies considering establishing a presence in the EU, Estonia is a viable option: It has a very strong IT sector as well as manufacturing, forestry, agriculture, fishery, logistics industries and so on.

For more information and to apply: <https://e-estonia.com/e-residents/about>

The Japanese-Estonian Chamber of Commerce (JECC) can help connect E-residency users from Japan with Estonian and European businesses for any legal, tax and accounting, marketing, real-estate assistance that they may require. For more information: info@jecc.ee

➡ <http://www.jecc.ee>

COOPERATION OPPORTUNITIES NORTH RHINE-WESTPHALIA AND JAPAN

With more than 60 international trade fairs many of which are leading global fairs, North Rhine - Westphalia (NRW) ranks amongst the most prominent locations for international exhibitions in Europe. Containing one of the largest Japanese communities in Europe, NRW is ideally suited for very active exchanges between the two cultures.

For this reason, many foreign companies and delegations visit this strong economic region. To better accommodate and guide incoming delegations, NRW.International in cooperation with NRW.Europe has created a program called "trade fair and delegation scouting" welcoming delegations, developing a specialised program and establishing direct contact with local companies on or off site the fair.



In addition, NRW.International works closely with its partners such as the Düsseldorf Chamber of Commerce, NRW.Europe and the Japan External Trade Organization (JETRO) in order to co-organise a great number of events with the focal point being Japan. In 2015, the emphasis lies on the medical sector. Planned events in this field include the "Business Meeting - Medical Technology NRW - Japan" on September 17 or joint activities at this year's MEDICA, November 16-19 in Düsseldorf.

Should you be interested in any of these programs, please do not hesitate to contact your Japan Enterprise Europe Network representative.

(<http://www.een-japan.eu>)

➡ <http://www.nrw.europa.de>

ENERGY CONFERENCE JOINTLY HOSTED BY LITHUANIA AND JAPAN “ENERGY SECURITY AND ECONOMIC EFFECTS OF NUCLEAR ENERGY DEVELOPMENT”



Ambassador
Kazuko
Shiraishi
(centre)



The international energy conference ‘Energy Security and Economic Effects of Nuclear Energy Development’ was jointly organised by the Ministry of Energy of the Republic of Lithuania and Japan Atomic Industrial Forum International Cooperation Center (JICC) in cooperation with the Ministry of Economy, Trade and Industry of Japan (METI). Following a welcoming speech given by the Japanese Ambassador to Lithuania, Ms Kazuko Shiraishi, experts from countries including Japan, Lithuania, the United Kingdom, Poland and the United States of America presented their experiences of nuclear projects.

Source: Embassy of Japan in Lithuania

Considering electricity as a basic need for the economic development of a country and for its population, they emphasised the responsibility of the government in ensuring energy security as well as the ways in which nuclear energy increases a country’s stability through energy generation capacities and diversified fuel supply sources. They also opined that a new nuclear power plant would provide wide-ranging economic benefits including the profits generated by electricity but also job creation, development of nuclear skills and infrastructure development. The Japanese nuclear energy plans were also presented by Toshihiko Fujii, Deputy Commissioner for International Affairs, Agency for Natural Resources and Energy Sector of METI of Japan.

CYBER SECURITY FRENCH-JAPANESE WORKSHOP

The development of Information sciences and technologies as well as the extension of the Internet to connected objects is unlocking tremendous opportunities but also making our societies more and more vulnerable to the risks inherent in the cyberspace. Cyber-attacks against governmental institutions, infrastructure, companies and individuals have spiked and become more sophisticated in recent years. Cybersecurity now raises issues concerning privacy, competitiveness and national sovereignty. The ability to anticipate attacks, maintain public confidence, protect data and manage crises has therefore become essential.

This is a topic of interest both to France and Japan. It was first identified as a national security challenge in an official French report on defence and national security, and as a key topic for French industrial competitiveness by the Ministry of Economy, Industry and Information Technology, being one of 34 plans for the “New Industrial France”.

It was also identified as a key national priority by the Japanese government, as described in the cybersecurity strategy of Japan, announced in June 2013 and the Basic Act on Cybersecurity, adopted in Japan in November 2014.



Furthermore, international cooperation is essential to understanding and overcoming the risks associated with cyberspace, as they are global in character. France and Japan have thus launched a bilateral political dialogue in 2014 in order to join forces on this topic.

In order to develop the technological and scientific part of this dialogue, a three- day French-Japanese workshop dedicated to Cybersecurity was organised by the French Embassy in Japan, Inria, CNRS, NICT (the Japanese National Institute of Information and Communication Technologies) and Keio University in Tokyo.

This workshop brought together some 120 experts and stakeholders from public research organisations and universities, private companies and government representatives. It aimed at mapping the current situation regarding French and Japanese expertise and strengths, and 9 priority

collaborative topics have been identified by the two countries. 9 working groups have been launched to cover these topics, with one French and one Japanese coordinator. A second French -Japanese seminar will be held this autumn to go into this topics in greater depth.

3RD JAPAN BUSINESS CONFERENCE

08 JULY 2015, ROSENHEIM, GERMANY

The Japan Economic Conference is taking place in Rosenheim, a beautiful town close to the Bavarian Alps, for the third time. The organisers are pleased to announce that the mayor of Rosenheim, Gabriele Bauer, and the Japanese consul general in Munich, Hidenao Yanagi, are going to hold welcoming speeches.

This year, the agenda includes a variety of exciting speakers and topics. To start off, Marcus Schürmann from the German Chamber of Commerce in Japan is going to speak about current developments, trends and perspectives in Japan. For this business conference, special emphasis is being put on opportunities in the Ichikawa region, as the town of Ichikawa has been twinned with Rosenheim since 2008.

Furthermore, new opportunities in the technological domain for German-Japanese projects will be discussed. Local companies, such as Knott GmbH and Kiefel GmbH will give the participants insights into their business dealings with Japan and how they have succeeded in building good relationships with their partners in Japan.

➡ <https://www.rosenheim.de/wirtschaft/wirtschaftsfoerderung/japan-wirtschaftstage.html>



A further highlight of this year's event is the attendance of a special delegation from Ichikawa at the conference. Their visit further stresses the importance of the twin towns' relationship and the economic chances of the two areas. The delegation will also visit companies in the region in order to strengthen the Ichikawa-Rosenheim connection.

THE GREEN RAY

Together with the Economic and Commercial Office of the Embassy of Spain in Japan, ICEX Spain Export & Investment and the City of Malaga, the Technology Park of Andalucía (PTA) has promoted the participation of a delegation of entities which travelled to Japan in the framework of the Smart City Expo Kyoto 2015 event that took place on the 20-22 of May to, on one hand, attract Japanese investment to Malaga within the Smart City, ICT, robotics, Big Data, Artificial

Intelligence, health, environment and energy fields and, on the other hand, to promote the introduction of entities/companies from Malaga in Japan. Another objective was to promote transfers of technologies at the international level between both countries.

The city of Malaga and PTA have enjoyed good institutional and business relations with Japan for years. In this new mission, the University of

Málaga, the managing body of PTA, the Cluster Andalucía Smart City and the technological company Lynka attended this new edition to promote regional and technological exchanges done through governments, municipalities, corporations, universities and other organisations around the world while also assisting entry into the expanding Smart City market, as well as the creation of new markets.

➡ <http://www.pta.es>

EXPORT TO JAPAN - HELPING UK COMPANIES SUCCEED IN JAPAN

Export to Japan is a not-for-profit online resource for UK businesses which is run and funded in partnership with UK Trade & Investment. A wealth of information about doing business in Japan can be found at <http://www.exporttojapan.co.uk>



UK Trade & Investment

FREE MARKET ASSESSMENT

UK companies convinced that their products or services are exactly what the Japanese market needs are advised to fill out the Free Market Assessment form. An expert trade adviser from UK Trade & Investment in Japan will then be in touch with advice on how to begin the export journey.

<http://www.exporttojapan.co.uk/your-industry/free-market-assessment>

E-COMMERCE REPORT

This exclusive report provides an in-depth analysis of the e-commerce market in Japan, and provides abundant background information on the Japanese retail and consumer market which may be useful to UK businesses new to Japan.

<http://www.exporttojapan.co.uk/reports/exclusive-report-ecommerce-in-japan>

AMAZON RECORDED WEBINAR

Selling on Amazon is a big moneymaker for many, but for foreign companies especially, it can be an excellent way to do some inexpensive and relatively risk-free market research. Watch the free recorded webinar to learn all about selling various products on Amazon Japan

<http://www.exporttojapan.co.uk/videos/how-sell-through-amazon-japan-recorded-webinar>

A DEFINITIVE GUIDE TO DOING BUSINESS IN JAPAN

This incredibly popular in-depth report is an essential guide for any company wishing to take their business to the next level and establish a presence in Japan.

<http://www.exporttojapan.co.uk/reports/definitive-guide-doing-business-in-japan>

EMO MILANO 2015

5-10 OCTOBER 2015, MILANO, ITALY

Italy will host the 2015 edition of EMO, the world-renowned machine tool exhibition that runs every two years in Hannover and Milan alternatively. In the exhibition space the biggest factories in the world will be setting up housing machine tools, robots, automation systems, additive manufacturing, mechatronic solutions and auxiliary technology, an expression of international production in this sector worth 64 billion euros.

The conjunction of EMO MILANO 2015 with the final part of EXPO 2015, the universal exhibition for food, will bring visitors from all corners of the world who will make Milan the most active and lively city on the international stage, underlining its role as the economic capital of Italy and the country's great industrial traditions.

➔ <http://www.emo-milano.com/en/home/>

FOOD VALLEY EXPO

12-13 OCTOBER 2015,
WAGENINGEN, NETHERLANDS

Food Valley NL has changed the format of Food Valley Expo. The expanded two-day program now offers even more opportunities for networking, exchanging knowledge and discovering business partners. This year's Food Valley Expo will be held at Wageningen Campus on 12-13 October 2015.



Roger van Hoesel, Food Valley NL's managing director, said: "Food Valley Expo's new venue, on Wageningen Campus, will make this event even more attractive to national and international visitors," says Van Hoesel. "It creates even more time and opportunity for the exchange of knowledge between science and business, while visitors will also have a chance to see the excellent facilities at Wageningen University and Research Centre. It's a unique opportunity for anyone involved in innovation in the agro-food, feed and horticultural industries." Video of presentation:

➔ <https://vimeo.com/127689582>

➔ <http://www.foodvalleyexpo.com>

TO ACT AS A BRIDGE BETWEEN GERMANY AND JAPAN

Minami Tsuchiya, undergraduate student from faculty of engineering of Yamagata University (YU) in Japan, had been working as trainee in Saxony Economic Development Corporation (Wirtschaftsförderung Sachsen: WFS, Dresden, Germany) from October 2014 to the end of May 2015. She helped prepare for exhibitions, visits from Japanese and German delegations, business meetings and the preparation of new products and projects, etc.

Yonezawa-shi, which contains the engineering faculty campus of YU, has a strong relationship with Saxony, especially regarding the organic electronics field. This all began with the friendship of Prof. Leo, TU Dresden, and Prof. Kido, YU. It soon expanded into research cooperation. More than 10 delegation visits have been exchanged to discuss opportunities for future collaboration and annual joint workshops have been held in Tokyo. This cooperation also has a business aspect: a Memorandum of Understanding (MOU) was exchanged by both OES (Organic Electronics Saxony) and the Joint Committee about New Industry Creation in Yonezawa (JCNCY) on 1 November 2013 (<http://www.oes-net.de/en/presse-news-downloads/presseinformationen/detail/article/ministerpraesident-stansilaw-tillich-und-oes-vorstandsmitglied-jens-haenel-besuchen-organic-electro.html>).

Mr. Tillich, Prime minister of Saxony, and Ms Yoshimura, Prefectural governor of Yamagata, talked together at the round table discussion in Yonezawa-shi on 22 March 2014 (<http://www.medienservice.sachsen.de/medien/news/190751>).



Ms Heidenreich, Ms Tsuchiya, Prof. Takahashi, Ms Nothnagel and Mr. Freese

Ms Tsuchiya owes her internship to this history. Prof. Takahashi, invited to the meeting with chancellor Merkel in Tokyo on 9 March 2015 (http://www.invest-in-saxony.net/de/Meldung/Saechsisch-japanische_Zusammenarbeit_Thema_beim_Besuch_der_deutschen_Bundeskanzlerin_in_Japan/180050.html?referer=89706) and contact person of JCNC and Ms Heidenreich, representative for Japan in WFS, have been working together since 2010 to develop their business collaboration. When Ms Tsuchiya asked him about the possibility for an internship abroad, he recommended Ms Heidenreich.

"It's a great honour to have had an opportunity to work in Dresden. I eagerly hope that our collaboration will go forward. It's my pleasure if I'm still connected with Germany somehow after I go back to Japan." It can be said that she's one of the symbols of relationship between Germany and Japan. Let's have expectations to their progress.

➔ <http://www.sachsen.de>

BELGIUM-JAPAN ASSOCIATION PUBLICATION:

"BELGIUM AND ITS NEIGHBOURS' BUSINESS CLIMATES COMPARED"

On May 12, addressing and presiding over the seminar on investment opportunities in Belgium, Prime Minister Charles Michel and Deputy Prime Minister Kris Peeters, highlighted the recent measures taken by the Federal Government of Belgium to support the business and investment climate and to strengthen Belgium's attractiveness as a gateway to Europe.

One of the keynote speeches during the seminar was the presentation of "Belgium and its Neighbours' Business

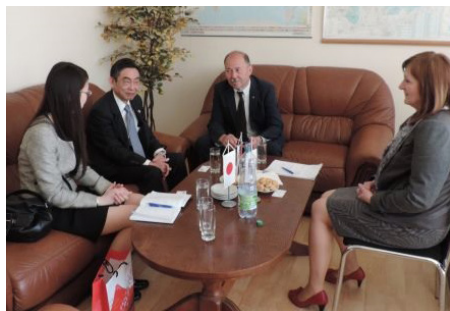
Climates Compared 2015" edition, a comparison of business climates in Belgium and other European countries, which was delivered by Mr. Masatomo Nomura, Chair of the BJA Investment Committee.

As the BJA wanted to be as objective as possible, a methodology called a "study of studies" has been adopted and comparisons have been carefully selected from among internationally-renowned studies.

➔ <http://www.bja.be>

AMBASSADOR OF JAPAN VISIT TO TRNAVA

His Excellency Akio Egawa, the Ambassador of Japan in the Slovak Republic visited the Trnava Regional Chamber of Slovak Chamber of Commerce and Industry with Mrs. Tomoe Komatsu, third Secretary of Embassy of Japan in the Slovak Republic on 22 April 2015.



The Slovak side was represented by Mrs. Eva Tománková, Director of Trnava Regional Chamber of SCCI and Mr. Juraj Čajko, Vice Chairman of Board of Directors of Trnava Regional Chamber of SCCI. The topic under discussion was the possibilities for cooperation in the field of economics, culture and education.

<http://tt.sopk.sk>

FRENCH PIVOT TO ASIA

The Ifri Center for Asian Studies' latest publication by Hadrienne Terres tackles the issue of the reorientation of French foreign policy toward East Asia. Contrary to the US pivot to Asia, the French pivot does not involve any military deployment in the region, as the stakes are mainly economic. Indeed, French diplomacy in Asia has two main objectives: the conquest of new markets on the one hand, and the deepening of strategic partnerships on the other. French actions in Asia are thus supporting the aims of economic diplomacy and should be understood as part of a broader context: the adaptation of the French diplomatic network to the new geopolitical global scene.

The full report (In French) can be downloaded from the Ifri website:

<http://www.ifri.org/fr/publications/enotes/asie-visions/france-lasie-lebauche-dun-pivot-francaise>

ARTWORK UNVEILING CEREMONY AT TAYS IN TAMPERE

A new impressive artwork was unveiled at the Tampere University Hospital Eye Centre on 13th of May. This Japan-inspired modern artwork, Bellgarden - Matsukaze is now located at the large balcony of the Eye Centre. Bellgarden was designed by artist Jarmo Vellonen and was planned to also fit the needs of the visually impaired. This piece is intended to be played with and touched in addition to being observed.

Source: Tampere Chamber of Commerce & Industry



From left: Head of the Tampere Region Hospital District Rauno Ihala, the Speaker of the Unveiling Ceremony and composer Heikki Mäenpää, Ambassador Extraordinary and Plenipotentiary of Japan in Finland Kenji Shinoda, CEO of Santen Corporation Finland Jyrki Liljeroos and Satu Eskelinen, Director of Technopolis Tampere.

CANON FOUNDATION RESEARCH FELLOWSHIP

Each year, to contribute to international understanding between Europe and Japan, the Canon Foundation in Europe grants up to 15 Research Fellowships to highly qualified European and Japanese researchers.



Grants are offered, regardless of discipline, to European nationals who intend to go to Japan and to Japanese nationals who intend to come to Europe.

Deadline for applications: 15 September

<http://www.canonfoundation.org>

DAIWA SCHOLARSHIPS IN JAPANESE STUDIES

The Daiwa Anglo-Japanese Foundation is pleased to announce the launch of the Daiwa Scholarships in Japanese Studies, a postgraduate programme to support the study of Japanese Studies in either Japan or the UK. The intention is to support six individuals in any given year, of whom at least three must study full-time at a university in Japan.

Candidates for the Daiwa Scholarships in Japanese Studies must be:

- British citizens
- holders of an Honours degree in Japanese Studies, defined as a course focusing primarily on the study of Japan, and containing a substantial Japanese language component
- enrolled* or enrolling in a Japanese Studies-related course in either Japan or the UK. (Applicants need not have identified a precise university, course or supervisor at the time of applying.)

*Please note that Scholarships will not be granted in arrears.



<http://www.dajf.org.uk/daiwa-scholarships-in-japanese-studies-2/japanese-studies>



PRACTICAL INFORMATION ON JAPAN

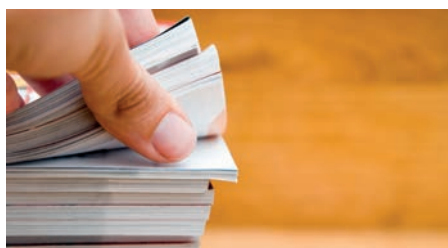
DO NOT MISS THE OPPORTUNITY TO GATHER USEFUL INFORMATION ON JAPAN

With the information portal www.eubusinessinjapan.eu, EU companies wishing to do business in Japan will be able to get access to a lot of practical information on how to do business with Japan. The Centre has published on this website a wide variety of webpages, expert reports and e-learning resources, and has also organised webinars covering important Japan-related issues and sectors to assist EU companies in seizing opportunities in the Japanese market.

There will be a Summer break in the scheduling of the webinars and reports release, but the EU Business in Japan staff is already preparing the Autumn session and a couple of dates are known. Registration are already open!!!

- Exporting automotive parts to Japan - 08 September
- Management of Contract Terms in Japan - 15 September
- Bioinformatics, bio-related databases and biobanks in Japan - 22 September ➡ <http://www.eubusinessinjapan.eu/user/register>

LATEST REPORTS RELEASED BY THE EU-JAPAN CENTRE



TECHNOLOGY TRANSFER SYSTEM IN JAPAN

CHALLENGES AND OPPORTUNITIES FOR EUROPEAN SMES

This report investigates the technology transfer system in Japan, and to understand its nature, and characteristics by highlighting its strengths, and weaknesses. Secondly, the report aims at being a practical tool, especially for European SMEs to lower the barriers for the realisation of an effective technology transfer pathway when seeking available technologies from Japanese universities and research institutions.

http://www.eu-japan.eu/sites/eu-japan.eu/files/TechnologyTransfer_final.pdf

JAPAN ICT MARKET ENTRY AND BUSINESS DEVELOPMENT GUIDE FOR EUROPEAN COMPANIES

This guide is the product of extensive hands-on research on the topic of how to enter the Japanese ICT market. It is a practical tool particularly addressed to EU SMEs, describing every stage of the entry process into the Japanese ICT market, from market research to after-sales support.

http://www.eu-japan.eu/sites/eu-japan.eu/files/ICTMarketEntryGuide_final.pdf

DIGITAL ECONOMY IN JAPAN AND THE EU

AN ASSESSMENT OF THE COMMON CHALLENGES AND THE COLLABORATION POTENTIAL

This study has been independently prepared with the aim of providing a source of inspiration for enhanced EU-Japan dialogue and cooperation on Digital Economy which is expected to play a key role in unlocking economic growth, competitiveness, as well as in the general improvement of societal wellbeing.

http://www.eu-japan.eu/sites/eu-japan.eu/files/DigitalEconomy_final.pdf

TOKYO SMART CITY DEVELOPMENT IN PERSPECTIVE OF 2020 OLYMPICS

OPPORTUNITIES FOR EU-JAPAN COOPERATION AND BUSINESS DEVELOPMENT

This report presents a dedicated analysis on "smart city" related opportunities expected to arise from the infrastructural preparations of Tokyo 2020 Olympic Games. Firstly, the report looks at the policy plans and projects for a smart and sustainable Tokyo and, secondly, it investigates the EU-Japan business and cooperation opportunities.

http://www.eu-japan.eu/sites/eu-japan.eu/files/Smart2020Tokyo_Final.pdf

JAPANESE COSMETICS MARKET

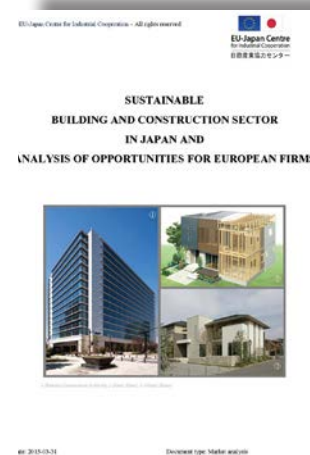
The rationale for a dedicated research and business guide for the cosmetics market and industry in Japan is based on the fact that, although Japan is the second largest cosmetics market in the world, its specificity and complexity prevents European companies, in particular SMEs, from exploring its full potential. Therefore, the research attempts to provide a contribution towards bridging an apparent information gap.

http://www.eu-japan.eu/sites/eu-japan.eu/files/JapaneseCosmetics_final.pdf

SUSTAINABLE CONSTRUCTION IN JAPAN

This report examines ongoing trade issues between the EU and Japan in the building and construction materials sector. It focuses on four products: tiles, ceramics, insulation products and wooden products, and provides advice for EU SMEs seeking to develop their business and exports to Japan.

http://www.eu-japan.eu/sites/eu-japan.eu/files/SustainableConstruction_final.pdf





LATEST REPORTS RELEASED BY THE EU-JAPAN CENTRE ON WWW.EU.BUSINESSINJAPAN.EU

Since April the following reports have been released within the portal.
Each report has been presented during a webinar whose recording is available online.

ICT - SECURITY

The report analyses current trends within the Japanese ICT security market, providing information on current market size, key subsectors, and government initiatives in this area.

<http://www.eubusinessinJapan.eu/library/publication/report-ict-security>

EXPORT FASHION TO JAPAN

This report provides an overview of the Japanese fashion market as well as the various requirements which EU companies will have to meet in order to successfully export to Japan.

<http://www.eubusinessinJapan.eu/library/publication/report-export-fashion-to-japan>

NANOTECH - WEARABLE TECHNOLOGIES

This report examines the opportunities within the wearable technology sectors for EU companies presenting recent and future trends.

<http://www.eubusinessinJapan.eu/library/publication/report-nanotech-wearable-technologies>

CELL TECHNOLOGY, CELL THERAPY, TISSUE ENGINEERING AND GENE THERAPY

This report is primarily concerned with developments, market trends and regulations within the Japanese cell technology, cell therapy, tissue engineering and gene therapy sectors.

<http://www.eubusinessinJapan.eu/library/publication/report-cell-technology-therapy-tissue-engineering-gene-therapy-japan>

INTERNET OF THINGS MARKET

This report provides an overview of the Internet of Things market in Japan discussing future growth trends and opportunities.

<http://www.eubusinessinJapan.eu/library/publication/report-internet-of-things-iot-market-in-japan>

PET MARKET

This report provides an analysis of the pet market in Japan focusing on the industry structure, the market size and share of various pet foods and products, as well as the distribution channels.

<http://www.eubusinessinJapan.eu/library/publication/report-pet-market-in-japan>

ORGANIC AND HEALTH FOOD

This report provides an overview of the organic and health food sectors in Japan and reviews the most important laws and guidelines for certifying organic food products.

<http://www.eubusinessinJapan.eu/library/publication/report-organic-health-food-japan>

HOW TO DEVELOP A ROBUST (DIGITAL) MARKETING STRATEGY IN JAPAN

This report is intended to assist EU companies in formulating a marketing strategy suitable for Japan describing the many changes that are currently taking place in the Japanese society.

<http://www.eubusinessinJapan.eu/library/publication/report-how-to-develop-a-robust-digital-marketing-strategy-in-japan>

HEALTHCAPITAL A GERMAN CLUSTER



HealthCapital Berlin-Brandenburg (<http://www.healthcapital.de>) is the principal healthcare sector cluster of the German capital region. Its cluster management has dedicated structures for the coordination of the regional biotech and pharma industries.

Their interests in Japan was the search for partnerships with Japanese cluster management organisations and/or networks of companies active in Life Sciences (particularly in Biomedicine).

Before 2013, HealthCapital had no cluster partners in Japan or even in Asia. Due to its aging population and investment in advanced technology, among others factors, the Japanese healthcare industry is tipped to grow substantially in the near future. It would be a mistake not to establish a presence in this important market, particularly within HealthCapital's core activities.

Furthermore, a presence in Japan could potentially become a starting point for a regional presence in Asia.

In October 2013, HealthCapital's Project Manager for International Relations, Wolfgang Korek, together with representatives from two regional SMEs, participated in the EU-Japan Cluster Support Mission organised by the EU-Japan Centre for Industrial Cooperation. While the objective of the SME representatives was to find opportunities on the Japanese market for their businesses, HealthCapital's main purpose was to find other clusters in Japan and to engage in cluster-to-cluster cooperation.

The mission turned out to be a great success, since it gave them the opportunity to come into contact with multiple potential partners, such as the Kihara Memorial Foundation, various clusters from Osaka and Northern Japan, and the Kobe Biomedical Innovation Cluster.



The complete article presenting the challenges and expectation for the future is available online.

<http://www.eubusinessinJapan.eu/library/publication/case-study-healthcapital-a-german-cluster>

BUSINESS IN TOKYO: TOWARD THE 2020 OLYMPICS

NATHALIE CAVASIN, NC Consulting, Tokyo, Japan



Japan's preparations for the 2020 Olympics are now under way. What are the latest developments and trends? Here are some prominent examples: The recent launch of the sports agency run by the Ministry of Education, Culture, Sports, Science and Technology (MEXT) at the beginning of May which will be finalised by this coming October, is a step towards better sports administration and an indication of Japan's intentions to promote sport in general. To some extent it may also lead to an increase in sports marketing.

We can also expect more centralised duty-free counters in many shopping places particularly in Tokyo so that tax refunds become much easier for visiting foreign customers. The recent opening in March of the "Hokuriku Shinkansen", the new bullet train directly connecting Tokyo to the Hokuriku region, makes Ishikawa Prefecture – one of the most important cultural regions – more accessible.

Furthermore, the prospect of being welcomed in a shop by a humanoid robot may soon become a reality: Japan has started introducing robots into stores to welcome customers as part of a new strategy by Japan's government-led agency, the Robot Revolution Realization Council. Another example of observable changes is the urban landscape itself in some small areas of Tokyo that have few or no utility poles. The current percentage is very small as only 7% of Tokyo's power lines are underground. It is possible that overhead power lines will be removed in preparation for hosting the Olympics. It is clear that a "big bang" will occur across areas of business in the run-up towards the 2020 Tokyo Olympics.

➡ <http://www.eubusinessinJapan.eu/library/publication/article-business-in-tokyo-toward-2020-olympics>

THE JAPANESE CONSUMER MINDSET

PHILIPPE HUYSVELD, Managing Director & Head of Consulting,
Global Business & Management Consulting, (www.gbmc.biz), France



When fine-tuning a B2C Marketing (and e-Marketing) Strategy for a specific foreign market, it is crucial to take into account cultural and social aspects. That is, you have to get familiar with the local consumer mentality, habits, tastes and ways of living. This is more than true and paramount for the Japanese Domestic Market, which is in this way a challenging "Retail Laboratory" where new Marketing concepts are developed, tested and launched!

In this article, we will first start with a description of the traditional consumer mindset in Japan and, next, show why and in what way this mindset is changing nowadays.

First of all, you must understand the traditional "Japanese Consumer Mindset"!

Anyone shopping or retailing in Japan will quickly spot Japanese specificities (compared to Western standards) impacting the Japanese consumer behaviour, lifestyle, purchasing habits, preferences of merchandise, design taste, response to marketing campaigns and service expectations. Some of these differences originate in the Japanese culture and society. All those specificities draw a specific Japanese mindset and impose specific service and marketing implications for any company willing to retail in Japan.

Second, be aware of the recent changes in Japanese consumer behaviour!

As summarised by Brian Salsberg of McKinsey in his report: "After decades of behaving differently, Japanese consumers suddenly look a lot like their counterparts in Europe and the United States. Celebrated for their willingness to pay for quality and convenience and usually uninterested in cheaper products, Japanese consumers are now flocking to discount and online retailers. Sales of relatively affordable private-label foods have increased dramatically and many consumers, despite small living spaces, are buying in bulk. Instead of eating out, people are entertaining at home." This fundamental shift in the attitudes and behaviour of Japanese consumers is not conjuncture-related but stems from structural factors ranging from the digital revolution to the emergence of a less materialistic younger generation. Therefore, relationships with customers and sales channels policies have to be rethought in order to seize the opportunities created by these changes.

The complete article is available online.

➡ <http://www.eubusinessinJapan.eu/library/publication/article-the-japanese-consumer-mindset>

CULTURAL WORKSHOPS ABOUT JAPAN WITH EEN



As Japanese representative in the Enterprise Europe Network, part of the Centre's mission is to familiarise EU SMEs with Japan and lower the barriers for them to approach this market. Over the past couple of months, the Centre has set up a new project in cooperation with local supporting organisations also members of Enterprise Europe Network to organise cross-cultural workshops in their region. The external expert who leads the workshops is Olivier Van Beneden of Japan

Consulting Office, who has extensive experience in training Europeans on how to work and communicate with Japanese colleagues, partners and clients.

So far, four organisations have hosted one of these "About Japan" cross-cultural workshops: BECI in Brussels, ZENIT in Mülheim an der Ruhr, Berlin Partner in Berlin and Cámara Valencia in Valencia. Almost 80 participants have attended the workshop, in which

they learned the basics of doing business with Japan. Moreover, in Berlin and Valencia the local JETRO office joined the workshop to give a presentation on the services they have to offer to the companies, and the opportunities for EU SMEs in Japan. A fifth workshop is scheduled to take place in Thessaloniki in July, hosted by the Federation of Industries of Northern Greece.

These workshops are just one aspect of the support offered by EEN-Japan to SMEs who want to work with Japan. EEN Japan will continue to work closely together with the European EEN partners to assist their clients further should they wish to find a partner in Japan or deepen their understanding through a more extensive management programme.

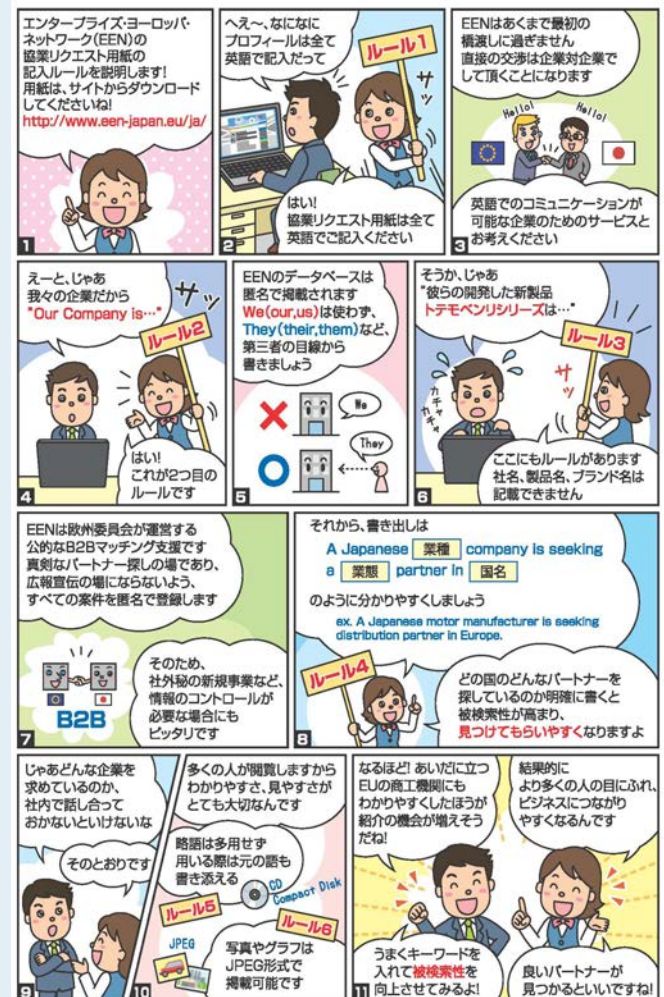
➡ <http://www.een-japan.eu/>

THE CENTRE IN THE EEN NEWSLETTER GUIDELINES TROUGH MANGA

It may take a cultural leap to put the Partnering Opportunities Database (POD) and the process of drafting profiles in a cartoon strip, but for the EU-Japan Centre for Industrial Cooperation it works! The Centre has found that delivering guidelines through manga may be an effective way to get their messages across to local businesses and to make them stick.

➡ <http://een.ec.europa.eu/newsletters/articles/should-i-paint-you-picture>

EUでの見本市出展のコツ 「パッと見て分かる」ことの重要性



ヨーロッパへようこそ！欧州視察ミッション

日・EU企業間ビジネス・マッチング支援のための新規事業



日本企業・機関の皆様のEU視察ミッションのご案内

このたび、日欧産業協力センターでは、エンタープライズ・ヨーロッパ・ネットワーク（EU加盟国およびEU域外の約600の中小企業支援機関等が参加するネットワーク、以下：EEN）に所属するさまざまな欧州のパートナー機関との協力のもと、日本企業・機関を対象にした欧州視察ミッションを企画しております。

本ミッションの目的：

EENパートナー機関の支援のもと、特定のEU地域の中小企業と日本企業・機関との間でビジネス・パートナーシップ構築の機会を模索すること

EUの中小企業と、日本からの視察ミッション参加者の交流の場を設け、EUの中小企業が自身のテクノロジー等を日本企業に発信する機会を提供すること

本ミッションは、ビジネスあるいは技術移転型パートナーシップを促進するため、EU諸地域の関係者（企業、R&Dセンター、クラスター等）が最先端の専門技術を有している分野で、且つ、日本の参加者（企業、R&Dセンター、クラスター等）も関心を持っている分野を対象とします。

日欧産業協力センターは、同ミッション実施を通じて、日本からの参加者の皆様に、EUのさまざまな地域の潜在的可能性やビジネス・パートナーの候補をご紹介することができればと考えております。

視察ミッションでは、以下のようなプログラムが実施されます。

- 各地の企業・研究センターへのグループ訪問
- 個別プレゼンテーション
- 個別B2Bミーティング
- ネットワーキング・ディナー等のサイドイベント

2015年に実施予定のミッション

- 1 ブルノ・機械工学・2015年9月14日～16日
- 2 オストラヴァ・ICT・2015年10月13日～15日
- 3 デュッセルドルフ・リハケア・2015年10月14日～16日
- 4 ナント・複合材料とロボティクス・2015年11月4日～6日
- 5 バレンシア・ヘルスセクター・2015年11月23日～26日

➡ <http://een-japan.eu/ja/content/welcome-europe-incoming-missions>



WELCOME TO EUROPE! INCOMING MISSIONS PROJECTS NEW MATCHMAKING SUPPORT SCHEME FOR JAPANESE AND EU COMPANIES

Incoming missions welcoming delegations of Japanese companies and organisations to the EU. From 2015, the EU-Japan Centre – in cooperation with its Enterprise Europe Network partners (a network of +600 support organisations in the EU and the rest of the world) – is planning to co-organise incoming missions which will welcome delegations of Japanese companies and organisations to different regions of the European Union.

The objectives of these missions are to: provide EU SMEs with the opportunity of welcoming a Japanese delegation and to showcase their technologies; foster partnership opportunities between EU SMEs from specific regions (supported by EEN partners) and Japanese companies and organisations.

The incoming missions will consist of:

- Group visits to companies and research centres in the region
- Individual presentations
- B2B meetings
- Side events such as a networking dinner etc.

➡ <http://een-japan.eu/content/welcome-europe-incoming-missions>

These missions will target sectors in which stakeholders from EU regions (i.e. companies, R&D Centres, clusters etc.) possess state-of-the-art expertise and which are also of interest to Japanese stakeholders (i.e. companies and R&D centres, clusters etc.) in order to foster business and technology transfer-related partnerships.

Through close cooperation with the local Enterprise Europe Network partners and the way in which these missions will be set up, the Centre hopes to show Japanese participants the potential of various European regions and to introduce them to potential future partners.

Eligibility: Japanese companies/organisations in targeted sector

Planned Incoming Missions projects in 2015

- 1 Brno: Mechanical Engineering - 14-16 September
- 2 Ostrava: ICT - 13-15 October
- 3 Düsseldorf: Rehacare / Healthcare - 14-16 October
- 4 Nantes: Composites Materials and Robotics - 4-6 November
- 5 Valencia: Healthcare - 23-26 November

SICILY4EXPO INCOMING MISSIONS

SICILY4EXPO2015



Mission Palermo - July 2015 / Mission Catania - September 2015 / Mission Milan and Sicily - October 2015

The Sicily Region is playing a leading role in Expo2015 (www.expo2015.org) organising a series of different initiatives both in Milan and Sicily. In cooperation with the local Enterprise Europe Network partners (Confindustria Sicilia, Consorzio Arca, Consorzio Catania Ricerche) 4 multisectoral missions consisting of business presentations, bilateral meetings and company visits to Sicilian companies and clusters will be organised.

It is a unique opportunity to discover the business environment of the biggest region in Italy and to start new business and technological relations.

For each event, the Sicily Region - Department of Productive Activities will cover all the mission costs to 60 foreign operators (buyers, but also companies/clusters interested in a collaboration with Sicilian companies in R&D, or interested in starting joint ventures).

The Region Sicily will cover all expenses related to:

- return flight from Japan to Italy (economy class) for one company/organisation representative (if there is a second member he will have to pay her/his own costs);
- accommodation for 3 nights;
- specialised assistance during the B2B meetings;
- company visits.



Missions 1 and 2 will be held in Palermo and Catania.

Mission 3 and 4 will have a 1 day stopover in Milan at the Expo before continuing to Palermo or Catania.

MISSION 1 - Company Mission with B2B sessions in western Sicily - Palermo
Dates: 12-15 July 2015
Sectors covered: Agrofood, Organic food, Tourism, Fashion and design (including jewellery and accessories), Craftsmanship, Marine
Deadline for registration: 10 July 2015
➔ <https://www.b2match.eu/sicily4expo-palermo>

MISSION 3 - Sicily Agrofood Clusters - Company Mission with clusters presentations in Milan at Expo2015, Italy Pavillion, and B2B sessions in Catania, Sicily
Dates: 19-21 October 2015
Sectors covered: Agrofood
Deadline for registration: 15 October 2015
➔ <https://www.b2match.eu/sicily4expo-milano-catania>

MISSION 2 - Company Mission with B2B sessions in eastern Sicily - Catania
Dates: 20-23 September 2015
Sectors covered: Renewable Energies, ICT, Mechatronics, Biomedical, Eco-Building, Sustainable mobility, Water, waste and land management
Deadline for registration: 18 September 2015
➔ <https://www.b2match.eu/sicily4expo-catania>

MISSION 4 - Mechatronics, Tourism and Fashion Clusters - Company Mission with clusters presentations in Milan at Expo2015, Italy Pavillion, and B2B sessions in Palermo, Sicily
Dates: 25-28 October 2015
Sectors covered: Mechatronics, Tourism, Fashion and Jewellery
Deadline for registration: 22 October 2015
➔ <https://www.b2match.eu/sicily4expo-milano-palermo>

BROKERAGE EVENT ON KEY ENABLING TECHNOLOGIES

6 OCTOBER 2015, STRASBOURG, FRANCE

Sector: multisectoral

Registration deadline: 15 September 2015

EU Brokerage Event on KET* in Horizon 2020

Focus on (*) Key Enabling Technologies - nanotechnologies, advanced materials, advanced manufacturing and processing

Conference and Bilateral/B2B meetings
6th October 2015 - Strasbourg - FRANCE

The French and German National Contact Points and Enterprise Europe Network Alsace, in collaboration with the Europe Alsace Network, will organise an EU Brokerage Event on KETs in Horizon 2020.

The event will be focusing on Key Enabling Technologies (KETs): Nanotechnologies and Advanced Materials, Biotechnologies, Advanced Manufacturing and Processing (NMBP); FoF (Factories of the Future), EeB (Energy efficiency in Buildings), SPIRE.

The objectives of the brokerage event are to present the European Union's new NMBP Work Programme 2016 - 2017 of the Framework Programme for Research and Innovation "Horizon 2020" and to prepare future co-operations between participants. The corresponding calls for proposals will most likely be published in the third quarter of this year, for submission of proposals in early 2016.

Participants will have the opportunity to present their own project concepts and to meet representatives from companies/SMEs, universities and research organisations in order to exchange ideas during pre-arranged meetings.

➔ <https://www.b2match.eu/kets2016/>

EU-JAPAN BUSINESS COOPERATION OPPORTUNITIES



SERVICES OFFERED TO THE EU

Sector: business services

Japanese technical translation and interpretation service company offering its specialised services

Profile ID: BOJP20150318001



REQUEST FOR DISTRIBUTOR/FRANCHISEE

Sector: wind energy

A Japanese manufacturer of wind power blade protective sheets is seeking a distributor or a franchisee

Profile ID: BOJP20150327001

REQUEST FOR REPRESENTATIVE IN FR-DK

Sector: marine coating

A Japanese manufacturer of marine and industrial paints, is seeking sales representatives

Profile ID: BOJP20150424001

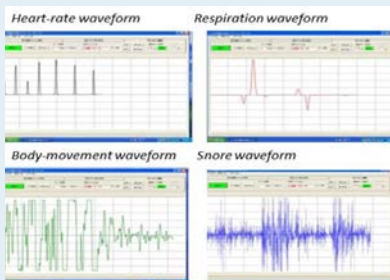
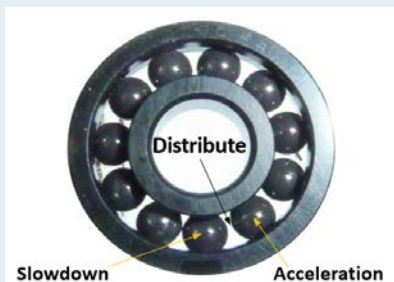


TECHNOLOGY TRANSFER OFFERED TO THE EU

Sector: industrial equipment

A Japanese company offers its next generation technology of autonomous decentralised bearing

Profile ID: TOJP20141031001



REQUEST FOR FINANCIAL PARTNER IN THE EU

Sector: medical equipment

A Japanese manufacturer of sensors for use in medical and elderly care sector seeking financial partners

Profile ID: BOJP20150410001

REQUEST FOR REPRESENTATIVE IN THE EU

Sector: metalworking

Japanese metal-casting company seeks EU sales representative in the field of robotics, construction and moulding machinery

Profile ID: BOJP20150522001



REQUEST FOR DISTRIBUTOR IN THE EU

Sector: electric, electronic

Japanese manufacturer of electric/electronic test & measurement instruments seeking agent or distributor

Profile ID: BOJP20150505001



SERVICES OFFERED TO THE EU

Sector: business services

A Japanese accounting company is offering their services to EU companies operating with or in Japan

Profile ID: BOJP20150504001



<http://een-japan.eu/opportunities>

REQUEST FOR DISTRIBUTOR IN THE EU

Sector: cutlery

A Japanese taste analysis service company is offering its services to food sector companies

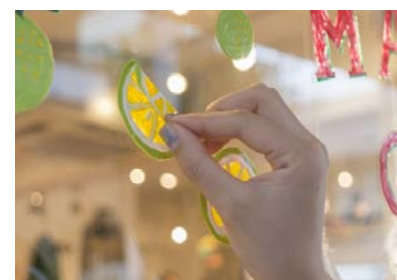
Profile ID: BOJP20140401001

REQUEST FOR AGENT IN THE EU

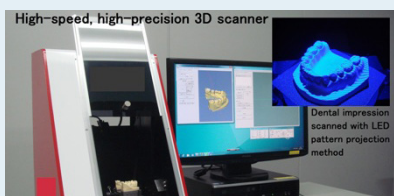
Sector: paint, crafts

Japanese waterborne paint manufacturer seeking retailer or agent in EU countries

Profile ID: BOJP20150513001



High-speed, high-precision 3D scanner



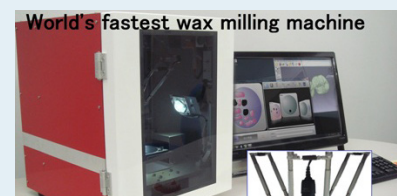
REQUEST FOR DISTRIBUTOR IN THE EU

Sector: medical equipment

A Japanese company offers dental business targeting solution with 3D scanner and wax milling machine

Profile ID: BOJP20140327001

World's fastest wax milling machine



EU-JAPAN BUSINESS COOPERATION OPPORTUNITIES



MANUFACTURING SERVICES OFFERED

Sector: springs

Japanese spring manufacturer seeking to be subcontractor for EU companies
Profile ID: [BOJP20150527001](#)



SERVICES OFFERED TO THE EU

Sector: consulting

Japanese project management specialist offering its services to EU companies
Profile ID: [BOJP20150601001](#)



<http://een-japan.eu/opportunities>

REQUEST FOR DISTRIBUTOR IN THE EU

Sector: plastics

A Japanese manufacturer of polyethylene open cell plank foam and Ethylene Propylene Diene Monomer is seeking a distributor
Profile ID: [BOJP20140610001](#)

REQUEST FOR DISTRIBUTOR IN THE EU

Sector: printing

Japanese manufacturer of rubber blankets for offset printing looking for distributor
Profile ID: [BOJP20150424001](#)



EU COMPANIES LOOKING FOR PARTNERS IN JAPAN



<http://een-japan.eu/opportunities>

REQUEST FOR DISTRIBUTORS IN JAPAN

Sector: childcare

A French company looking for distributors for its childcare products
Profile ID: [BRFR20150602001](#)

REQUEST FOR DISTRIBUTORS IN JAPAN

Sector: creative industry, construction

Portuguese designer and manufacturer of fencing looking for distributors
Profile ID: [BOPT20150601001](#)

REQUEST FOR DISTRIBUTORS IN JAPAN

Sector: packaging

Portuguese company manufacturing multipurpose big bows is seeking distributors
Profile ID: [BOPT20150519001](#)

REQUEST FOR DISTRIBUTORS IN JAPAN

Sector: textile

UK manufacturer of unique cleaning fabrics, cloths and pads seeks distributors
Profile ID: [BOUK20150505001](#)

REQUEST FOR PARTNER IN JAPAN

Sector: software, ICT

Distributors sought for German document management systems
Profile ID: [BODE20140527003](#)

REQUEST FOR REPRESENTATIVE IN JAPAN

Sector: electronics

Trade representatives sought for German rotational speed measurement technology
Profile ID: [BODE20140604003](#)

REQUEST FOR PARTNER IN JAPAN

Sector : construction

Finnish company offering subcontracting and joint venture possibilities in design and manufacturing of smart eco-and energy efficient buildings
ID code: [BOFI20150609001](#)



Healthcare Brokerage Event

MEDICA 2015

Düsseldorf | 17-19 November 2015



EEN BROKERAGE EVENT AT MEDICA/COMPAMED

17-19 NOVEMBER 2015, DUSSELDORF, GERMANY

Sector: medical, healthcare

Registration deadline: 15 September 2015

On the occasion of MEDICA 2015 (<http://www.medica-tradefair.com>), the global No. 1 meeting place for the medical sector, EEN partner ZENIT GmbH together will organise the international Brokerage Event. The aim is to assist enterprises, universities and research institutions in finding partners in Europe for product development, manufacturing and licensing agreements, joint ventures or other types of partnership.

This international Healthcare Brokerage Event at MEDICA fair has a tradition of more than 15 years now. In the last years the brokerage event had always more than 220 participants from about 30 countries with more than 800 meetings.

➔ <https://www.b2match.eu/medica2015>

EU-JAPAN BUSINESS COOPERATION OPPORTUNITIES



<p>REQUEST FOR AGENTS IN JAPAN Sector: food processing Danish SME seeking agents for drainage systems for the food processing industry Profile ID: BODK20150130001</p>	<p>REQUEST FOR DISTRIBUTORS IN JAPAN Sector: textile Italian company specialised in manufacturing and distributing textile products is looking for distributors Profile ID: BOIT20140725001</p>
<p>REQUEST FOR DISTRIBUTORS IN JAPAN Sector: fashion Italian SME seeking for distributors for its made-in-Italy cashmere knitwear and knitted accessories Profile ID: BOIT20141030004</p>	<p>REQUEST FOR DISTRIBUTORS IN JAPAN Sector: fashion An Estonian manufacturer of alpaca fur and wool products is looking for distributors Profile ID: BOEE20150401001</p>
<p>REQUEST FOR DISTRIBUTORS IN JAPAN Sector: cosmetics A Bulgarian manufacturer of professional manicure, pedicure and nail care cosmetic items offers its products Profile ID: BOBG20150512001</p>	<p>SERVICES OFFERED TO JAPAN Sector: construction A Danish company seeks commercial agents for its road marking equipment Profile ID: BODK20150409002</p>
<p>SERVICES OFFERED TO JAPAN Sector : pharmaceuticals Italian company offering integrated drug discovery services ID code: BOIT20140807002</p>	<p>REQUEST FOR PARTNER IN JAPAN Sector : biotechnology, medical Belgian cell therapy dedicated company looking for partners to establish operations in Japan ID code: BRBE20150326001</p>
<p>SERVICES OFFERED TO JAPAN Sector: nuclear energy, environment A German nuclear and environmental consulting company offers its services Profile ID: BODE20150414003</p>	<p>MANUFACTURING SERVICES OFFERED TO JAPAN Sector: semiconductor, photovoltaic A Czech company offering horizontal furnaces for the semiconductor and photovoltaic industry Profile ID: TOCZ20150511001</p>
<p>REQUEST FOR AGENT/DISTRIBUTOR IN JAPAN Sector: web services, ICT Polish company specialised in full-service web design, web development, programming and hosting is looking for agents and distributors of services Profile ID: BOPL20131001002</p>	<p>REQUEST FOR FRANCHISEE, LICENSEE IN JAPAN Sector: ICT, Transport Hungarian software developer, specialised in fleet tracking solution, is looking for franchisee, licensee partner Profile ID: BOHU20150423001</p>
<p>REQUEST FOR DISTRIBUTORS IN JAPAN Sector: ICT, Security Distributors sought for Dutch self-service cloud powered remote video surveillance system Profile ID: BONL20150312001</p>	<p>REQUEST FOR DISTRIBUTORS IN JAPAN Sector: ICT Polish company seeking for distributors for its mobile applications licensed products Profile ID: BOPL20140401003</p>
<p>REQUEST FOR DISTRIBUTORS IN JAPAN Sector: ICT, gaming Spanish artistic videogames developer looking for distributors in Japan Profile ID: BOES20150507001</p>	<p>REQUEST FOR COMMERCIAL PARTNER IN JAPAN Sector: energy, ICT A Lithuanian company developed cloud based monitoring platform to track energy generation and consumption Profile ID: TOLT20150429002</p>
<p>REQUEST FOR R&D PARTNER IN JAPAN Sector: wireless, telecommunication A UK company developed a novel Wireless Audio Earpiece technology and is looking for a partner experienced with ultra-low power multi-channel audio DSP CODEC semiconductor technology and application-specific integrated circuit chip design Profile ID: NoID-001</p>	

3rd Cluster-to-Cluster Conference and Matchmaking
Innovation by Combination

Copenhagen, September 17-18



3RD CLUSTER-TO-CLUSTER CONFERENCE AND MATCHMAKING EVENT WELCOMES JAPANESE CLUSTERS

17-18 OCTOBER 2015, COPENHAGEN, DENMARK

Sector: multisectoral - Registration deadline: 1 September 2015

Following the successful 2014 edition that gathered 300 participants representing 150 clusters from 24 countries, the Cluster-to-Cluster Conference and Matchmaking event will be held this year on 17-18 September in Copenhagen. The event is dedicated to matching clusters (and SME networks) with each other to promote international collaboration. between clusters. The theme of this year event is "Innovation by Combination"

➡ <https://www.b2match.eu/cluster-to-cluster-2015>

DATE/LOCATION	DETAILS	CONTACTS
27 June 2015 Tokyo, Japan	SYMPOSIUM EUSI International Symposium on EU-Japan Relations	EU Studies Institute http://eusi.jp/en/outreach/conference-symposium/conference-politics/2015-0627
29 June - 3 July 2015 Tokyo, Japan	EUROPEAN COMMISSION FUNDED PROGRAMME Training Mission: WCM - World Class Manufacturing - session I	EU-Japan Centre for Industrial Cooperation http://www.eu-japan.eu/detail-business-programmes/WCM
1 July 2015 London, UK	SEMINAR STEMming the Gender Gap : A New Era for Japanese Women in Science and Engineering ?	Japan Foundation London http://www.jpf.org.uk/whatson.php#766
3 July 2015 Hamburg, Germany	SEMINAR Retail Market in Japan – Between high Potential and demanding Consumers	DJW http://www.djw.de/veranstaltungen/djw-veranstaltungsuebersicht/djw-veranstaltungsarchiv/details/article/djw-asa-no-kai-djwretail-market-in-japan-between-high-potential-and-demandin.html
8-14 July 2015 Dublin, Ireland	SUMMIT Asia Business Week Ireland	Asia Matters http://asiamatters.eu/events/asia-business-week/asia-business-week-ireland-2015/
9 July 2015 Frankfurt, Germany	SYMPOSIUM Japanese and German Small and Medium Sized Enterprises – The Hidden Champions of our Economies	JETRO, AHK Japan http://www.jetro.go.jp/germany/topics/_368358.html
12-16 October 2015 Tokyo, Japan	EUROPEAN COMMISSION FUNDED PROGRAMME Sectoral Mission: Biotech Cluster & SMEs Mission	EU-Japan Centre for Industrial Cooperation http://www.eu-japan.eu/detail-business-programmes/Bio-Japan-Cluster-and-SME-Mission
16-20 November 2015 Tokyo, Japan	EUROPEAN COMMISSION FUNDED PROGRAMME Training Mission: WCM - World Class Manufacturing - High level session Application deadline: 10 September 2015	EU-Japan Centre for Industrial Cooperation http://www.eu-japan.eu/detail-business-programmes/HIGH-LEVEL-Work-Id-Class-Manufacturing-Mission
27 November 2015 Nijmegen, Netherlands	EUROPEAN COMMISSION-FUNDED PROGRAMME LEAN in Europe - Visit to DHL Supply Chain	EU-Japan Centre for Industrial Cooperation http://www.eu-japan.eu/detail-business-programmes/Lean-in-Europe
25-29 January 2016 Tokyo, Japan	EUROPEAN COMMISSION-FUNDED PROGRAMME Sectoral Mission: Nanotech Cluster & SMEs Mission Application deadline: 29 October 2015	EU-Japan Centre for Industrial Cooperation http://www.eu-japan.eu/detail-business-programmes/Nanotech-Japan-Cluster-and-SME-Mission



EU-Japan Centre
for Industrial Cooperation
日欧産業協力センター

is a joint venture co-financed by the European Commission and the Japanese Ministry of Economy, Trade and Industry (METI). Its aim is to foster the development of industrial cooperation between companies from both regions through training programmes for businesspeople, for EU and Japanese students and researchers, and through information services and an industrial dialogue.

This quarterly newsletter is produced by the EU-based office of the EU-Japan Centre, and is primarily intended to provide EU/Japan-related news.

ANY EU-JAPAN-RELATED NEWS?

Feel free to contact us if you would like your EU-Japan-related news/event to be announced in our forthcoming newsletter and/or on our website : michelson@eu-japan.eu

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